

Gould & Oleno, Inc. Farm seed, P. 12.
Skillman, N. J.

Our 1956 F.S.B.



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SUBJECT: The Hole in the Corner



THE preparation and the editing of a catalog is not, I am glad to say, any part of my job.

On the other hand, however, I do make it a practice to collect and study a score of seed and garden catalogs issued by the leaders of our industry and very honestly "with malice toward none and charity to all" there has been no outstanding change in the general run of such catalogs in the past 50 years and absolutely no leadership in telling home gardeners **WHAT, WHEN AND WHY** to do ANYTHING.

CAN YOU SAY THE SAME THING ABOUT THESE ANNUAL G&O F.S.B.'s?

MOST CERTAINLY NOT and for **PROOF** see the **BACK COVER** of **THIS ISSUE**. You will then know the need of a gardening **COMPENDIUM**. Hang this F.S.B. up on a nail, through the Hole, as a constant **REMINDER OF WHAT YOU SHOULD DO** even if you don't do it **ALL** but only **PART** of it. At least you **DO HAVE A GUIDE**, and there is enough of the kind of information herein that **YOU**, personally, have been trying to get for maybe ten years that you have not been able to get in gardening books that sell for \$3.00 to \$5.00 a copy.

That's **WHY** you should **KEEP THIS COPY HUNG UP** in a handy place throughout the whole year for "spot" reference.

GOULD & OLENA, INC.



Harold G. Olena.
VICE-PRESIDENT & TREASURER

We just can't subscribe to the feeling that because thousands and maybe millions of testimonials are misquoted, "doctored" up and even a lot of them just unmitigated lies, that, in general, they have no value and really, in the end, they hurt rather than help.

Nope, we won't agree at all with this because it would take an ordinary reader a full day to sit down and read only a part of the praise we get for custom made organic plant foods and the 100 or more other items that we make. To think that these folks from all over America take time to voluntarily comment (they certainly don't have to) seems like a good reason for you, as a new G&O customer, to study their remarks as an additional appraisal basis of us.

TESTIMONIALS (the editor's observation)

FROM THE STATE OF WASHINGTON:

"Today is a good time to write you the letter I have been intending to write all summer, for I have here on my table some of the results of your truly wonderful products: five roses, variety Peace, blooms 5" across, stems 26" in length and 1/2" diameter at the base. The bush still has 12 buds in late November and is sturdy in spite of our driving fall rains. The leaves are thick, leathery and a beautiful deep green. Referring to the above, in May you sent me ten pounds tobacco dust and five pounds rose food. I followed your catalog instructions in applying it to my 25-30 rose bushes, which at the time were anything but healthy. I have been intending to take specimens of the summer's beautiful blooms to the Seattle Rose Society, but we were away whenever there was a meeting. Next summer I shall certainly do so, and I am sure that through them you could establish an outlet in Seattle, in spite of the high rate of shipping costs."

FROM POUGHKEEPSIE, N. Y.:

"Everything you say about your plant food is very, very true. Geraniums never bloomed so abundantly and despite our terribly dry summer, Roses and Perennial Gardens are the best we have ever known. We feel "rich" just to know your products exist."

FROM PHILADELPHIA, Pa.:

"Please send me your **SPECIAL TOMATO FOOD** for the enclosed check and then I must tell you that your products are the very finest. Don't ever let down on your good quality."

FROM HOUSTON, TEXAS:

"Have never found anything that would kill Johnson Grass and Poison Ivy like your weed killer. A truly wonderful and economical product."

FROM PROBABLY THE LARGEST FLORIST EAST OF THE MISSISSIPPI RIVER:

"Have used your **ROSE FOOD** for three years and have had the most wonderful results. We constantly recommend it to others who in turn, report back the same amazing results."

FROM A MARYLAND DOCTOR:

"Will appreciate the address of your Baltimore agency where I may buy your **ROSE FOOD**. I have never been able to purchase any locally and have found it, in the past, **THE FINEST OF ALL ROSE FOODS**. Your products are distinctly **SUPERIOR**."

GOULD & OLENA, INC.

→ SKILLMAN ←
NEW JERSEY

Phones
HOPEWELL
6-0215 & 0194

Dear Flower Show Patrons and Gardeners Everywhere

We hate to begin another F.S.B. (FLOWER SHOW BROADSIDE) message about the fleetness of time and how much older we are getting but "Oh, Boy," doesn't this thing we call TIME really "fly" and after forty years in this PLANT FOOD, INSECTICIDE-FUNGICIDE, HERBICIDE and ORGANIC PRODUCTS business, the passing years today are "jet propelled." Out in Chicago the other day I saw a sign reading — "Why talk about your age and infirmities. Think of those who can't and never will."

However, age is no deterrent to our growth and business improvement. Contrariwise the year 1955 will close with the best sales volume (both in tonnage, gallonage and dollar-wise) that we have ever known, and a year ago we couldn't appreciate how we could have a better year.

To do this we spent over 15% LESS both in advertising and in our sales force than was expended in 1954. Some will say — SO WHAT! We say and so do our steady "COME BACK EVERY YEAR" customers, that the reputation of our CUSTOM MADE ORGANIC PLANT FOODS has spread by word of mouth over wider sections of this country (and our demand is national). How else could such increase be had?

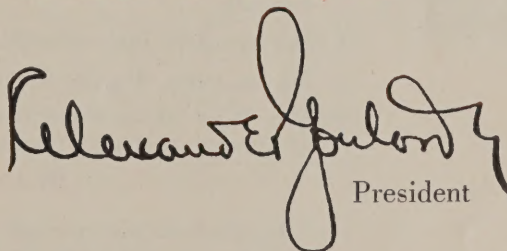
Isn't it a wonderful satisfaction to build any business on QUALITY? Isn't it a grand feeling when in two years you can increase your business from ONE (1) CARLOAD (about \$2000 value) to nearly twenty (20) carloads of \$40,000 value in ONE SINGLE U.S.A. CITY? We had that kind of growth in many areas this past year and have booked now for 1956 still greater increases.

We hope that most of our patrons of the soil will believe all this (and of course "the gang on the corner" won't) because we like this character of growth. Of course, the CHIME of the cash register is so comforting and yet it's nothing compared with our thoughts on the method of GROWTH.

Welcome to our nearly 8 acres and over an acre and a half of buildings whenever you can "make it."

Yours very truly,

GOULARD & OLENA, Inc.


President



Maybe you have seen that pocket edition book entitled "Little Prayers for Stressful Times" by Alice Hutchins Drake. Not that it will aid you in growing BETTER roses or a super-lawn but it could, couldn't it, help us all, the whole world, to grow — BETTER.



"Dear Master of wind and rain, as we pause to pray, soil erosion and soul erosion are wearing away the lives of harassed thousands. Help these Thy children in their extremity. Restore to them their heritage."

THE NATIONAL



ROSE FOOD



**ORGANIC
NO-FILLER
LASTING**

ROSE FOOD

7-8-5

Probably outsells all other Rose Foods combined and HERE IS THE EVIDENCE.

The right amount of Dried Blood, Meat Tankage, Bone, Fish Scrap, Vegetable Meal, etc., Trace Elements, Neutro Phosphorus and a 30-day "starter" of Nitrogen to feed gradually so that the April feeding carries into August and the latter month dose to late November. All this means better and larger blooms, stock, foliage, color and even smell.

IN the cases of ROSES, we've proven that certain organics can work wonders on "ready to pull out and throw away" bushes, even growing in poor soil. Proved it with acknowledged commercial growers who sampled 100-lb. bags and wound up buying carloads. That's the best proof we can think of, because you just don't spend over \$3,000.00 for a carload of anything unless you KNOW. If you'll just follow our advice with a trial on "anemic," or even apparently perfect looking plants you'll be astounded. The analysis is 7% of nitrogen, 8% of phosphoric acid and 5% of potash. We repeat again and again—it isn't the analysis but the KIND of raw material used to make that analysis. If that wasn't a demonstrated fact after all these years, then it follows that our custom made formulas would have no distinction and they are undeniably distinct on their record of vastly superior results. Select a few good-bearing hybrids and feed them in April and again the first week of September. Cut more and prettier blooms even up to December. The directions are on the package.

HOW TO PLANT

AND FEED A ROSE BUSH

WE are asked right along for our ideas of Planting and Feeding Roses, also Rhododendrons, Azaleas and other acid plants. The only sure way of knowing the value of such information is to "put it to work" for a few selected plants and determine results for yourself.

ROSES (Already Planted)

- 1—Love a friable, dampish (not wet) soil. Work into the soil 3" deep two (2) cupfuls of finely powdered Tobacco Powder (page 9) all around the bush and 6" from it. Do this during April or May or when bud leaf first appears. Wet down.
- 2—During early May (regardless of when the Tobacco Powder is applied) apply one (1) cupful of G&O ROSE FOOD to a 2 year and older bush, 6" from stalk and all around the bush in a circular trench 3" deep. Place a thin layer of grass clippings on top of the Food in the trench and then twice fill trench with water and let it soak in before replacing earth in trench to ground level.
- 3—All during the Summer, work the lawn clippings into the Rose bed earth as deep as possible.
- 4—During early July—Repeat No. 1.
- 5—During early August—Repeat No. 2.

NOTE: If the above seems like too much work, just remember—it isn't. Roses need a lot of attention but they respond beautifully to that attention.

PLANTING A NEW ROSE BUSH

Dig the hole wide enough to accommodate the longest root. Deep enough to bring the grafting bud to ground level. Put a few flat stones at the bottom of the hole and cover with 3" of grass clippings, straw or peat moss and then 2" of sifted earth. Sift the balance of the earth dug from hole and with this mix two (2) cupfuls of G&O ROSE FOOD and the same amount of fine Tobacco Powder. Fill the hole half way up. Use enough water at this point to almost make a mud of the earth in the hole. Finally complete the filling of the hole and wet down again, using half as much water this time.



Always insist on the package with the big red rose pictured thereon and the No-Filler and Ingredient statements. Never accept a substitute.

PREPAID PRICES

1 lb. Pkg.....@ \$.59
5 lb. Pkg.....@ 1.19

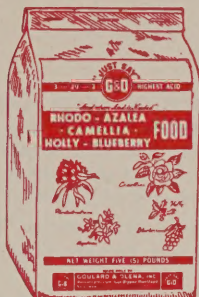
10 lb. Pkg.....@ \$1.89
25 lb. Pkg.....@ 3.98

50 lb. Pkg.....@ \$6.98
80 lb. Pkg.....@ 9.98

RHODO • AZALEA • CAMELLIA • FOOD

3-20-3 HIGHEST ACID FOOD 3-20-3

**FOR RHODO • AZALEA • HOLLY • MT. LAUREL • CAMELLIA
DOGWOOD • BLUEBERRY • ETC.**



THE analysis is 3% of nitrogen, 20% of phosphoric acid (nearly twice as high as any existing formula today) and 3% of potash. These plants are "inebriates" for acid food. This formula is abundantly acid. Apply in April or May and again 3 weeks later. Four cupfuls (coffee cup size) to a plant 3 feet high. Proportionately more or less for varying heights. Chop it in 2 inches deep and soak down with water. That's all there is to it and you're due for a pleasant surprise. Just before the first frost give 'em another feeding—same amount—and see how they open up the next spring. Make a "show" plant out of the average plant. FLOWER SHOW PRIZES FOR SPECIMEN PLANTS FROM THIS FORMULA.

Try as little as 5 pounds. Apply in April, again in early June and again in September. Four cupfuls to a plant 3 feet high with a 3 to 5 foot spread. Work it in 2 inches and soak down with water.

A heavy acid soil is nearly the whole answer to satisfactory plants in this group.

Acidity is expressed in terms of pH. A 7 pH soil is considered neutral in reaction. Above 7 pH is alkaline and below is on the acid side. Some growers like a pH of 6.5 but try for around 5 pH and notice the amazing difference. That's where our 3-20-3 counts every time. Vs. so-called formulas with only half the actual elements required.

Try this, too—Save apple parings and tea leaves and we especially recommend TOBACCO POWDER (page 9) worked into the soil all around these plants for three good reasons: (1) The pH goes down; the acidity goes up. (2) The soil is made friable and "woody" (like forest soil). (3) Those white root maggots are controlled.

1—DO THIS BEFORE END OF APRIL: Prong up the already planted beds to a depth of 2" to 3" being careful not to tear surface roots too much. Now apply 5-10 lbs. of G&O Tobacco Powder (not coarse or flake tobacco) to 100 sq. ft. of soil. Soak with water.

2—A MONTH LATER: For plants about 3' high and the same size spread, broadcast by hand two glassfuls (tumbler size) of G&O 3-20-3 Acid Food evenly over earth from stalk or trunk, all around and out to the spread of the branches. Prong it in and flush with water. If any roots are exposed by reason of "wash" or erosion, cover up and level earth off.

3—DURING AUGUST: Repeat No. 2.

PREPAID PRICES

| | | |
|--|-----------------------|-----------------------|
| 2 lbs. @ \$.79 (enough for 4 plants) | 10 lbs. @ \$1.89 | 50 lbs. @ \$6.98 |
| 5 lbs. @ 1.19 | 25 lbs. @ 3.98 | 80 lbs. @ 9.98 |

All packages have a laminated Polyethylene Liner so that Acid cannot affect the outside package with printed directions.

**America's Only
15% Potash
5-6-15**

BULB FOOD

**Disease Resistant
Formula
5-6-15**

**DAHLIA • GLADIOLA • LILY • HYACINTH • IRIS • PEONIES
DAFFODILS • TULIPS • NARCISSUS • ETC.**

SINCE Gardeners have learned that they can get this "26 unit," 15% Potash Formula for Bulbs (exclusively made by us) our tonnage output, all over the country has now multiplied about 30 times. Simply unbelievable.

The analysis is 5% of nitrogen, 6% of phosphoric acid and 15% of potash (nearly 3 times the potash content of any available "Do Everything" formula). How they love potash. So why deprive them of potash? Right today there are thousands of good professional and amateur growers of Dahlias and Glads who are "getting set" to take prizes at the Fall shows. Even to them we say give a few of your "hopefuls" a tablespoonful of this formula in Spring, July and again in the middle of August. The directions are on every package of each kind of food. You can't err.

The leading Dahlia growers demand at least 10% of Potash, so just compare that requirement with these "do everything" market grades of 4%—7% and 8% Potash—totally inadequate.

A tablespoonful per plant of this Food in Spring, July and again in August has meant many a prize and all due to that excess Potash. Full directions on package.

PREPAID PRICES

| | | |
|--|----------------------|-----------------------|
| 2 lbs. @ \$.79 (DOZ. BULBS, 3 FEEDINGS) | 5 lbs. @ \$1.19 | 25 lbs. @ \$3.98 |
| | 10 lbs. @ 1.89 | 50 lbs. @ 6.98 |



YOU'LL APPRECIATE OUR "GARDENER'S GIFTS" — PAGE 28



9-7-4

EVERGREEN, TREE AND SHURB FOOD

9-7-4

9-7-4

*Evergreens • Trees • Shrubs • Ornamentals
Hedges • Fruit Trees • Climbing Vines*

AS a manufacturer of FISH, BLOOD, TANKAGE, GO-NITE, BORON, IRON and MAGNESIUM base PLANT FOODS, we get reports from Nurserymen as to their unusual, lasting results from the use of our EVERGREEN FOOD. As one food is exhausted the next available organic continues the feeding and only with our 9-7-4 does that action go on for 6 months. It only costs about 1/10th to 1/15th as much for the Tree Food as the tree itself costs so never let a nice tree or shrub go unfed.

THERE is a general tendency by all property owners to let these kind of Plantings "GO IT ALONE" once the Nurseryman or Landscaper has planted them. That's a pity because Ornamentals only ask for very little help and respond to it beautifully.

We have seen sick, spindly Yews marked for replacement get 4 or 5 feedings with our high Organic 9-7-4 and make thick, beautiful plants in less than three years.

Prove it—buy 5 or 10 lbs. and apply as package directions say. Also keep digging in Compost, Grass Clippings and TOBACCO POWDER.

The TRENCH system of feeding does better on Foundation plantings although in TREE FEEDING the POST HOLE system is more practical which is nothing more than making a series of rings (with holes) around the tree and to the extent of the lowest branch spread. The larger the tree the more holes required.

Our package directions tells how all this is done, but to simplify it, suppose your tree is 15' high with a total bottom branch spread of 10', it takes 5 rings and a hole every 2' on each ring's circumference.

Instead of measuring the tree's trunk diameter just take, in this case, a cupful (coffee cup size) of this FOOD for EACH HOLE, fill holes with water three times around and then earth to fill those holes. Do this in early Spring and late Autumn each year.

PLANTING—Make the hole plenty wide enough with straight side walls and flat bottom. Set aside the first 8" of top soil and mix with Tobacco Powder and some Peat Moss for holding moisture.

Lay a stick across the hole at ground level and then drop your plant in the hole and 3" below the top roots. See further feeding directions on our packages.

PREPAID PRICES

| | | | | | |
|--------------|----------|--------------|----------|--------------|----------|
| 5 lbs. | @ \$1.19 | 10 lbs. | @ \$1.89 | 25 lbs. | @ \$3.98 |
| 50 lbs. | @ \$6.98 | 80 lbs. | @ \$9.98 | | |

ROSE DUST OR SPRAY

INSECTICIDE
FUNGICIDE

For a million dollars you couldn't buy better rose protection.
Ever see one product do so much?

We guarantee control or money unconditionally refunded.

CONTROLS

PESTS

APHIDS
SAWFLY
FLEA BEETLE
TENT CATERPILLAR
PHLOX BUG
MILDEW
BLIGHT
RED SPIDERS
ROSE CHAFER
"JAP" BEETLE
FALL WEBWORM
TARNISHED BUG
BLACK SPOT
ANTHRACNOSE
ROSE SLUGS
WHITE FLY
BLISTER BEETLE
GLADIOLUS THRIP
CABBAGE LOOPERS
LEAF SPOTS
RUST
ETC., ETC.

PLANTS

ROSES
"MUMS"
VIOLETS
ZINNIAS
TULIPS
PETUNIAS
COSMOS
"GLADS"
PANSIES
PEONIES
GERANIUMS
HOLLYHOCKS
ASTERS
PEAS
PHLOX
DAHLIAS
MARIGOLDS
NASTURTIUMS
ETC., ETC.

ON



Sifter for 2-3 uses
out of dust

SEE LABEL DIRECTIONS

World's Best Analysis For Roses

| ACTIVE INGREDIENTS | |
|---|---------|
| Dichloro diphenyl trichloroethane, DDT | 5.00% |
| Ferbam (Ferric dimethyl dithiocarbamate) | 7.00% |
| Rotenone | 0.75% |
| Other Cube Resins | 1.50% |
| Gamma Isomer of Benzene Hexachloride (From Lindane) | 0.50% |
| Sulphur | 20.00% |
| INERT INGREDIENTS | |
| | 65.25% |
| | 100.00% |

Fungicide Directions

POWDERY MILDEW, LEAF SPOTS, RUST, BLIGHT, BLACK SPOT, ANTHRACNOSE attack Roses, Chrysanthemums, Asters, Cosmos, Phlox, Snapdragons and many other plants. Begin dusting or spraying as soon as the first leaves are out, or as soon as disease is detected, and repeat once a week, or more often in wet weather, throughout the season. Keep new growth covered. A light application, frequently applied, is preferable. For powdery Mildew on Dahlias, begin treatment the latter part of August and repeat at weekly intervals.

PREPAID PRICES

| | |
|----------------------------|----------|
| 1 lb. Dusting Top Canister | @ \$1.29 |
| 5 lb. Pkg. | @ 4.29 |
| 10 lb. Pkg. | @ 7.79 |

SPECIAL PRICES ON LARGER SIZES

**NO-FILLER
JOIN UP!**

PRIZEGRO

BLOOD FISH BONE POTASH BORON

**YOU GET THIS 100 LBS. OF "PRIZEGRO"
PLUS
25 LBS. OF FREE BONE MEAL**

**"Tops" All Organic Base Plant Food Offers for Over-All and General
Utility Lawn — Flower — Shrub — Fruit — Berry and Vegetable Use.**

5-10-5
The "OLD GUARD" of
5000
will be "tickled" to
see this unmatched
offer again.

**S
A
V
E
S**

36%

100 LBS. FEEDS A GARDEN (50x100) 5,000 Sq. Ft.
100 LBS. FEEDS A LAWN (56x100) 5,600 Sq. Ft.
ONE (1) Teaspoonful to mature strawberry
plants doubles yield.

½ Cupful to Shrub 2' high x 2' wide is astound-
ing into second year after application.

Being **HIGH ORGANIC** — one feeding equal to
3 of many formulas.

ALWAYS — the BEST and
BIGGEST MONEY SAVER
ON PLANT FOOD and FREE
BONE MEAL. Thousands
thumb through this catalog
(it's only offered ONCE A
YEAR) to find and buy it.
CAUTION, order early or you
could be disappointed this
year since bone meal is again
short.

but we **DO NOT** even get our advertising cost back with such an offer and never expected
to. You've heard of **LEADERS** in every line. This is one.

A 5-10-5 Fertilizer can be made with 300 to 1100 lbs. of filler (sand or anything as
worthless for Plant Food) in a ton, and qualify under the law **BUT** our **NO-FILLER
HIGH ORGANIC PRIZEGRO** cannot stand adulteration because there is no room left in
which to add a filler. Why spend \$80.00 for a ton of 5-10-5 and get \$44.00 worth of sand?

Our formula feeds progressively in wet or dry periods. Begins working at once and
then as plant needs more food, the organics release a further supply for 6-8 months. One
or two feedings a season and that's all. See directions on package.

TRY THIS — When Tomato Plants are set out apply one (1) heaping tablespoon of
PRIZEGRO and one month later apply two big tablespoonfuls of the Bone Meal. Try this
combination dosage right alongside of any other kind or kinds of Commercial Fertilizer
you have used before. **THAT'S YOUR ANSWER. AMAZING.**



BOTH
IMAGINE **\$10.98**
FOR **(NOT \$17.35)**

VERY, VERY IMPORTANT

Obviously, **WE DO NOT OFFER** any of our **GIFTS** mentioned on page 28 with this **DEAL**.

The **BONE MEAL** is the one and **ONLY GIFT** in itself.

It just isn't **SPRING** **UNLESS** THE **G&O CUSTOMERS**
see this offer and you will say so, too!

Our patrons naturally like to get \$3.00 to \$4.00 worth of Bone Meal for **NOTHING**. Who wouldn't? But that is
second to the **PRIZEGRO** which can be used on any plant that grows with "Top" results.

WARNING — We have made so many **EXPRESS** and **FREIGHT** shipments of this **DEAL** in **ONE** day that carriers
have not moved **ALL OF THEM** from their platforms in 2½ days — **SO PLEASE ORDER EARLY.**

TERMS OF THIS PRIZEGRO and 'BONUS' BONE 'DEAL'

\$9.75 Prizegro
\$2.85 Bone
\$4.75 ~~+~~ shipping
cost with latest
15% increase.
\$17.35

AND THE GATE OPENS FOR SMALLER GARDENS, TOO!

PREPAID PRICES

| | | |
|--|---|---------|
| 100 lbs. with 25 lbs. "No Cost" Bone Meal..... | @ | \$10.98 |
| 50 lbs. with 15 lbs. "No Cost" Bone Meal..... | @ | 6.89 |
| 25 lbs. with 10 lbs. "No Cost" Bone Meal..... | @ | 4.59 |
| 10 lbs. with 5 lbs. "No Cost" Bone Meal..... | @ | 2.29 |
| 5 lbs. with 2 lbs. "No Cost" Bone Meal..... | @ | 1.49 |

Note: Two (2) lbs. Bone Meal will feed 36 bulbs.

Prices given in this F.S.B. (that means every product) **INCLUDE**
DELIVERY AND SHIPPING EXPENSE TO DESTINATION up to and
including points **EAST** of the **MISSISSIPPI RIVER** on **ALL SIZES**
EXCEPT the 100 lb. and larger sizes and on such sizes we **LIMIT THE**
FREE DELIVERY TO POINTS WITHIN 500 MILES OF NEW YORK
CITY AND PHILADELPHIA. (Our plant is just midway between these
cities.) Example — 100 lbs. **PRIZEGRO** and 25 lbs. of **BONE MEAL** (total
of 125 lbs.) is prepaid up to 500 mile distant points. Two separate packages
inside of shipping case or hamper. If you live beyond this generous mileage
limit ask us for extra shipping charge which cannot be too much in any case.

Remember, Our Offer on This Page Does Not Include Any Gifts Shown on Page 28

SPECIAL TOMATO FOOD

BONE FLOUR • BLOOD • FISH • IRON • GO-NITE

3-12-13

Organics with Phosphorus 12%, Potash 13%

DID YOU KNOW? That tomatoes are grown in EVERY county of the U. S. and that California is the biggest producer, with over 125 thousand acres, then Texas with over 80 thousand, Indiana third with over 60 thousand, Maryland and New Jersey almost tie for fourth place with 50 thousand. There's hardly a state in the Union with less than 10 thousand acres.

This popularity started our search for the BEST food. It's a long story, but each test proved that the tomato is a ravenous "eater" of PHOSPHORUS AND POTASH, with contentment at 12% and 13%, respectively. We balanced off the Nitrogen with a combination of quick-acting and a "10 week feeding" Organic. That formula has so amazed "top" growers as well as every amateur that we hope you will not lay aside this F.S.B. without TRYING a formula that will permit you to set out one-third or one-half of the usual number of plants and still wind up with as many or more of bigger and cleaner skin solid fruit. Unless you try, you'll never know.

Note that we are even packing a two (2) lb. size for the real small gardener with 4-6 plants for 3 feedings. A "revelation" formula like this should be available to all. Full directions on every package. Never deteriorates or unduly cakes.

When stems are slender, fibrous, and hard, purple color is present, roots stunted and fruit sets late, it could be due to a shortage of Phosphorus.



If plants grow slowly, leaves get crinkly, color is grayish or yellowish and fruit ripens unevenly, look for a deficiency in Potash.

It doesn't make any difference what kind or how much fertilizer you have already bought and used in setting out your tomato plants. What those plants need during July is a small handful of this 3-12-13 Tomato Food in a 2" deep furrow around the stalk and 4" from it and a big drink of water. Another same dose the middle of August is still better. Full directions on package.

PREPAID PRICES

| | | | |
|-----------------------------------|----------|---------|----------|
| 2 lbs. (4-6 plants, 3 feedings) | @ \$.69 | 25 lbs. | @ \$3.98 |
| 5 lbs. (10-16 plants, 3 feedings) | @ 1.19 | 50 lbs. | @ 6.98 |
| 10 lbs. | @ 1.89 | 80 lbs. | @ 9.98 |

TOMATO-POTATO DUST OR SPRAY

Season's Protection, Per Plant, Less Than 1½ Cents

THERE are certain times during the growing season when the right kind of a dust or spray is necessary to use on tomatoes, potatoes, cucumbers, squash, pumpkins, melons, etc., so that quick and almost spectacular results are obtainable. It doesn't take long for Mildew, Blight, and similar fungus diseases to "take hold" on these kind of vegetables and particularly tomatoes and potatoes. The purpose of a good Tomato Dust is to immediately control the flea beetle, tomato horn worm, fruit worm, potato bug, cucumber beetle, melon worm, etc., because a slow acting insecticide permits greater damage to be done and then all kind of plants are in such weak conditions as to make fungus attack like Mildew and Blight just that much worse and harder to control. With our kind of dust it means that when you go after the bugs, you are also making the right application of Metallic Copper and for that reason our Tomato Dust contains 10% to 15% more Copper. You should dust or spray for Blight and other fungus troubles affecting tomatoes seven times.

As in the case of Rose Dust we pack our Tomato Dust in the 1 lb. perforated top canister and then also in the 5 lb. package for the gardener who has from 50 to 60 plants.

PREPAID PRICES

| | | | | | |
|--|----------|------------|----------|-------------|-----------|
| 1 lb. Canister (enough for 10 plants—4 times) | @ \$.39 | 5 lb. Pkg. | @ \$2.59 | 10 lb. Pkg. | @ \$ 4.69 |
| | | | | 25 lb. Pkg. | @ 10.49 |



SPECIAL STRAWBERRY FOOD

3-13-7



85% ORGANIC NITROGEN

3-13-7

MR. Strawberry BIG



Space prohibits an "essay" on this, the highest formula (by 60%) and best balanced STRAWBERRY (and all other berry plants) PLANT FOOD ever produced. To prove it, we openly print formula.

Here is the formula for all to see:

| | |
|---|---|
| 50 lbs. Nitrate of Soda (for a little 20 day salty start) | 100 lbs. Cottonseed Meal |
| 200 lbs. Sun dried Fish Scrap | 1015 lbs. 20% Phosphate and Triple Superphosphate |
| 200 lbs. Blood Tankage for semi-fast feeding | 135 lbs. Potash |
| 300 lbs. Bone Flour for high phosphorus | |
| | 2000 lbs. Again, no chance for a filler |

JUST use a level teaspoonful in a ring around a plant or a pound to 25 running feet of row (both sides) in the spring of the fruiting year. On some check plots, use none of this formula or any other kind of Fertilizer and that comparison will prove the value of SPECIALTY PLANT FOOD. Because the dosage is so small our prices for a 3-13-7 with 85% of the best Organics available would be LOW even if they were twice as high. Application for an acre — 700 lbs. Start now to build a permanent Berry soil.

POSTPAID PRICES

| | | | |
|--------------|--------|--------------|--------|
| 5 lbs. | \$1.29 | 25 lbs. | \$4.29 |
| 10 lbs. | 1.98 | 50 lbs. | 6.98 |

Try it for
lawn slugs
40 lbs. to 1000 sq. ft.

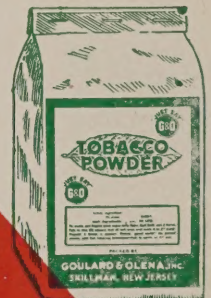
TOBACCO POWDER

THE popularity of TOBACCO POWDER is established wherever and whenever any gardener uses it. Not so much for its plant food value of 2% Nitrogen and also Phosphorus and Potash, valuable as they are, but it "DOES SOMETHING" to good or poor soil and especially the latter, that Peat Moss, Compost, etc., fail to do. It "FLUFFS" up any soil. It repels root maggots and wire worms. Holds water longer. Fine for bulb storing. Safe, non-poisonous.

When planting a shrub about 2' high and 2' wide, mix at least 2 lbs. of Tobacco Powder with the subsoil (below topsoil). Do the same for CAMELLIAS, RHODOS, and Acid plants.

PREPAID PRICES

| | | | | | |
|--------------|----------|--------------|----------|--------------|----------|
| 1 lb. | @ \$.59 | 5 lbs. | @ \$1.19 | 10 lbs. | @ \$1.98 |
| 25 lbs. | @ \$3.89 | 50 lbs. | @ \$6.89 | | |



1½-1-1 SHEEP & GUANO MANURE 1½-1-1

NOTE the new branding of our SHEEP MANURE. There never has been, in our opinion Pure Sheep Manure, as such. In fact, it has always contained about 95% of straw. The collecting pens may have a mixture of Bird, Turkey, Steer and even Horse Manure on alternate days. Our analysis is in excess of many other branded Sheep Manures but why represent it as Straight Sheep when such isn't even available commercially.

Our fluffy Sheep and Guano Manure mixed one (1) part to twelve (12) parts of top soil makes a nice friable potting soil that holds moisture.

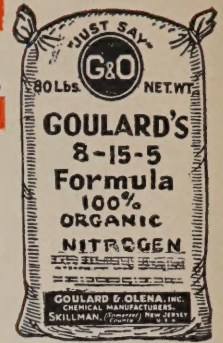
PREPAID PRICES

| | | | | | |
|--------------|----------|--------------|----------|--------------|----------|
| 2 lbs. | @ \$.59 | 5 lbs. | @ \$.89 | 10 lbs. | @ \$1.49 |
| 25 lbs. | @ \$3.29 | 40 lbs. | @ \$4.69 | | |

GOULARD'S FORMULA

NO-FILLER 8-15-5

GOOD FOR SPRING OR FALL USE ON NEW, OLD OR RESEEDING JOBS.



ODD but TRUE, ISN'T IT! We use a whole page to write about a semi-important thing or material, and then for the most important product in the book or catalog we just naturally go—"BREVITY."

DON'T YOU "follow suit" because HERE IS your introduction to the HIGHEST TEST and BEST LAWN FOOD probably ever made in the U.S.A. Possibly the highest ORGANIC CONTENT you have ever heard of is 50% and maybe nearer 25% (after the "lab" gets through with it).

BUT HERE IS 100% ORGANIC NITROGEN in GOULARD'S FORMULA and mark this, ONLY about 1/5th of that 100% ORGANIC NITROGEN is present in water soluble or so-called quick pelletized form. We could maybe cut the price 35% by going "all out" on WATER SOLUBLE crystal pellets and still remain qualified under state registrations to claim 100% ORGANIC but oh!—without that Blood, Fish, Tankage, Cottonseed, Boron and six other essential trace elements, your lawn would so suffer that you might just as well go back to buying a commercial farm filler fertilizer to grow hay and costing a half or less than GOULARD'S FORMULA.

For LASTING PROOF, apply 15 lbs. of GOULARD'S FORMULA to a 1000 sq. ft. of your average lawn area and right along side of this put on 20 lbs. of any OTHER FERTILIZER to 1000 sq. ft. Look at the two areas a year hence and especially after a dry spell. Follow directions on the package.

Ever been offered a chance to buy a lawn food having 8% Nitrogen, 15% Phosphorus and 5% of Potash with 100% of the Nitrogen derived from organic materials, viz., dried ground blood, meat tankage, ground fish scrap, Go-Nite and cottonseed meal?

Whether a new lawn or renovation job insist on GOULARD'S 8-15-5 FORMULA.

Experiment Stations report chronically low phosphorus content of all soil. We consider even 10% too low for Fall or Spring feeding and so will you, after using 15% which you probably have never even been able to buy in branded mixed fertilizers.

PREPAID PRICES

| | | | |
|----------------------------|----------|---------|-----------|
| 15 lbs. (for 1000 sq. ft.) | @ \$3.79 | 50 lbs. | @ \$ 9.98 |
| 25 lbs. | @ 5.39 | 80 lbs. | @ 13.69 |



The 8% of organic material (none of which has less than a cost range of about \$110.00 to \$150.00 per ton) in GOULARD'S FORMULA feeds within 10 days and continues for a full year and into the next.

How used—GOULARD'S FORMULA is free flowing and semi-powdered to apply with spreader or broadcast by hand at the rate of 1½ lbs. to 100 square feet of new lawn, either 3 or 4 days before or after the new seed is planted or the seed can be applied at the same time with no harm to seed germination.



GO-WEED & TURF FOOD
*Kills the Weeds
Feeds the Lawn*
ALL IN ONE APPLICATION

"AWAY WITH" DANDELIONS AND MOST OTHER LAWN WEEDS

Having a nice lawn minus weeds, is the popular objective today. 2,4-D (Dichlorophenoxyacetic acid) is a real and safe control of most lawn weeds so why not just combine 2,4-D with a real organic base Fertilizer having 6% of Nitrogen (don't feed too much Nitrogen at Weed Control time or a "lush and fade out" condition will develop), 10% Phosphorus and 4% Potash? Two jobs done in one application.

Detail instructions on every package for buyer's guidance.

One dose of 15 lbs. of GO-WEED and TURF FOOD per 1000 square ft. of lawn area (with a regular lawn spreader) applied in early May and followed up in two weeks with another 10 lbs. over the same area.

PREPAID PRICES

| | | | |
|---------|----------|---------|-----------|
| 10 lbs. | @ \$2.29 | 25 lbs. | @ \$ 4.79 |
| 50 lbs. | @ 8.29 | 80 lbs. | @ 11.98 |

COMPOSTER FOR RICH EARTH

Leaves, grass clippings, pulled weeds, clean and greaseless garbage free of big and hard lumps, and a lot of other waste plants in a garden contain the kind of organics that are necessary for good growth and for building permanently good soil but all of these cannot be used until they are converted into a rich, loamy condition and it is really easy to do this.

To each bushel of such compost add 1 lb. of our mixture containing such "break-down" chemicals as Sulphate of Ammonia, Superphosphate, Muriate of Potash, Ground Limestone and Tobacco Dust. Full label directions.

We realize the difficulty of the average home gardener buying small enough quantities of each of these ingredients except at "drug store" prices and even then, we think they might be impossible to obtain.

PREPAID PRICES

| | | | |
|---------|----------|---------|----------|
| 5 lbs. | @ \$1.19 | 25 lbs. | @ \$3.69 |
| 10 lbs. | @ 1.89 | 50 lbs. | @ 6.19 |

PLEASE REFER TO PAGE 31 TO SAVE TIME AND COSTLY MISTAKES IN ORDERING

BEAUTIFUL LAWN

10-6-4

10-6-4

HYGANIC

NO-FILLER



*For
Turf, Superfine Lawns & Specimen Trees — Ornamentals*

THIS has, for 20 years, been a standard ORGANIC food for specimen trees as well as prize turf.

Greenkeepers, Park and Private Estate Superintendents, Landscapers, etc., have branded HYGANIC as a "pedigreed" product. With only "word of mouth" praise our tonnage output has been consistently higher every year. "Buy a bag and see" for yourself. That way is better than "tons" of talk.

In general, good grass or lawn turf needs a lot more Nitrogen than is required for Flowers, Vegetables, etc. You can say the same thing when it comes to feeding TREES. Then again LAWNS and TREES don't need nearly as much phosphorus and potash as these other plants. Just the right amount of phosphorus for a rich, deep color and potash to resist root disease.

Here again is where the KIND of ORGANIC NITROGEN is what counts and gives a real result, even on poor soils. Quick acting Nitrogen accom-

plishes about one thing — a spectacular showing within 30 days and a "wash-out" after that.

This special HYGANIC formula is bought and used annually in carload and truckload lots by Golf Greenkeepers and Tree Experts. These professionals are not visionary or theoretical but are hard working, down to earth folks who can look at a section of grass or a tree at a long distance and usually hit the answer as to what's wrong.

One trial of our HYGANIC 10-6-4 at the rate of 15 lbs. per 1000 square feet, broadcast by hand or with wheel spreader, during March-April or in September for Fall seeding and 10 pounds more over the same area (to crowd out the "crab") in June will convince you that our professional trade know what they are doing. Note the protracted dark green beautiful color. Let's call it the Fish and Blood color. Get rid of that yellow jaundice July hue with "RUN OF PILE" commercial fertilizers. Follow directions on package for tree and ever-green feeding.

PREPAID PRICES

25 lbs. @ \$3.89
(Enough for 1650 Square Feet of Lawn Area)

50 lbs. @ \$6.98

80 lbs. @ \$9.89



1/2 BLOOD TANKAGE & 1/2 BONE MEAL

Here's another 100% Organic Mixture

AGAIN, G&O supply another 100% ORGANIC NITROGEN and PHOSPHORUS mixture that cannot likely be bought anywhere except from an ORGANIC specialty producer, in which packaging field we are almost alone. This mixture runs close to 6½% NITROGEN and 5½% PHOSPHORIC ACID. Following your Fall seeding chore and when the new grass is up 1" apply 10 lbs. of this BLOOD, MEAT and BONE in late October or in late April to 750 sq. ft. (25' x 30'). In three weeks you won't recognize your own lawn. What a color and what a root system!

Very little nitrogen is released before frost. Everything "sleeps" then until late March, without the usual inorganic winter's "wash out" leaving little or nothing to feed the grass next spring. Contrariwise, this mixture (Remember, it's all pure without an ounce of filler) wakes up in April and goes to work all of May, June, July and August.

PREPAID PRICES with your remittance

10 lbs. @ \$2.29 25 lbs. @ \$4.69 50 lbs. @ \$8.59
(Enough for 750 sq. ft.) (Enough for 1800 sq. ft.) (Enough for 3600 sq. ft.)

Hopewell Valley GOOD EARTH

For Indoor-Outdoor Potted Plants

CONTAINS HUMUS, GROUND PHOSPHATE, ROCK, ACTIVATED COW MANURE, VERMICULITE, IMPORTANT TRACE ELEMENTS, ETC. IT IS RICH, BLACK, ODORLESS AND CLEAN. IT IS NEUTRAL. NOTHING COMPARABLE AND HOW AFRICAN VIOLETS LOVE IT.

SEEDS WILL GERMINATE IN IT without mixing with other earth. The only object in such mixing is to reduce cost, proof enough this must be better and different. PACKED IN POLYETHYLENE BAGS.

Using a newspaper spread open on the floor or table, mix thereon one (1) cupful of this ORGANIC GOOD EARTH with 3 to 5 cupfuls of screened topsoil. Since this mixture is of clean, earthy ingredients, just use your hands to get an even mix and then spread the mixture out and sprinkle it with a little water to dampen it off before potting and "setting" plants or seed. No excess moisture needed. Feeds for a year. Better African violets.

This bulky organic vegetable and animal soil retains moisture longer and prevents soil caking in pots, window boxes, greenhouse benches, etc.

DO NOT confuse this product with those marketed packages of ORDINARY TOP SOILS that look like your own garden soils.

PREPAID PRICES

5 lb. Polyethylene Pkg. @ \$.98
(Enough for 6-10 pots, depending on size)
10 lb. Polyethylene Pkg. @ 1.79
25 lb. Polyethylene Pkg. @ 3.39





Lawn Seed

A Perfect formula for a lovely lawn

OUR LOWEST SEED PRICES IN 15 YEARS. BUY TODAY!

Skillman → SUN

| | | | |
|---------------------|------------|-------------|--------|
| Kentucky Blue Grass | 50.00% | Germination | 96/80% |
| Colonial Bent | 10.00% | " | 98/90% |
| Chewing Fescue | 30.00% | " | 98/90% |
| Perennial Ryegrass | 5.00% | " | 98/90% |
| White Clover | 5.00% | " | 98/90% |
| Inert 1.90% | Crop 0.85% | Weeds 0.25% | |

We use 96% Blue Grass and not the
85% Standard Blue Grass

Skillman → SHADE

| | | | |
|---------------------|------------|-------------|--------|
| Kentucky Blue Grass | 30.00% | Germination | 96/80% |
| Highland Bent Grass | 10.00% | " | 98/90% |
| Creeping Red Fescue | 20.00% | " | 98/90% |
| Poa Trivialis | 25.00% | " | 96/85% |
| Chewing Fescue | 15.00% | " | 98/90% |
| Inert 2.10% | Crop 0.65% | Weeds 0.25% | |

(Avg. well over 2,123,917 seeds per lb. for both grades)

MOST of this text is "Old Stuff" to most of us as it would necessarily have to be on a product like lawn seed, BUT the PRICES have been **KNOCKED DOWN SO LOW** that we know you will cover early for your seed demand, because such prices as these are really depression prices and really were not anticipated in the trade for another three years.

Our SEED CREED still is: "We will throw the whole seed line out of our business **UNLESS WE CAN BUY AND SELL THE BEST SEED THAT MONEY CAN BUY.**"

The whole G&O line has too much at stake to risk its popularity or its 46 year management to market questionable lawn seed formulas for a saving of 5¢ to 35¢ a pound that might reflect a \$3.00 to \$4.00 saving to a patron for the whole lawn and then wind up with a **FAIR or AVERAGE or POOR LAWN.** Such a saving for such a result is just ridiculous and in fact **WE DON'T WANT THAT KIND OF BUSINESS.**

Consequently we alone, **OPENLY PRINT OUR ANALYSIS.** You then can take such analysis with you when shopping neighborhood stores, make comparisons and purchase accordingly.

Depend on one thing and don't be out-talked on it, the **HIGHER** the Kentucky Blue Grass content (with proper regard for the percentages of other lawn seed Grasses in the formula) **THE BETTER**, by far, will be the formula itself, naturally a little more costly per pound but in reality far **LESS COSTLY** per pound (considering labor, fertilizer, etc., investment) with a 10 to 1 assurance of getting a stand of grass that cannot be had with a seed that is low in formula and price.

This is true of anything. Particularly is it true in buying **LAWN or GRASS SEED.** Forget all the pretty advertising you read and see on television, handsome cartons, etc., and stick to one cardinal **FACT (1) THE FORMULA (2) THE PRICES OF THE DIFFERENT KINDS OF SEEDS (3) THE GERMINATION AND PURITY GUARANTEES OF THOSE SEEDS (4) THE SELLER'S REPUTATION.**

Surely, there is nothing difficult about doing this and if you truly want to hear remarks like this, "Isn't that a swell looking lawn," you must regard this advice and remember you got it from this F.S.B. with its open formulas.

**AMERICA'S BEST SEED FORMULAS FOR
FAR LESS COST THAN COMPETITION!**

Making a NEW Lawn Fall or Spring

Spade up or disc the earth and while the ground is rough and fallow, Fall or Spring, apply a 10 quart pailful of Peat Moss to 50 sq. ft. (or sections of 5' x 10') and add 3 lbs. of **TOBACCO POWDER** on the same 50 sq. ft. Now begin raking out sticks and stones and roughly level off. At this point broadcast ½ lb. of Plant Food to every 100 sq. ft. Sprinkle well. Two (2) days later apply ½ of a pound of seed to 100 sq. ft., lightly rake it in and roll down.

Some seeding directions recommend using so little seed that it is obvious a real stand of grass would be impossible, but nevertheless the expense would be little, which is the usual propaganda. **A GOOD LAWN COMES HIGH** in comparison with other gardening effort.

When new seeding is well established in 30 to 60 days, apply a second top-dressing of fertilizer at the rate of 10 lbs. to 1000 sq. ft. (20' x 50') and sprinkle it and add any seed needed for backward spots remembering the thicker the good grass the less weeds and crabgrass, every time.

At the beginning of each spring, in late March, feed this new seeding.

| POSTPAID (BOTH FORMULAS) | <u>1 lb.</u> | <u>5 lbs.</u> | <u>10 lbs.</u> | <u>25 lbs.</u> | <u>50 lbs.</u> | <u>100 lbs.</u> |
|-----------------------------|--------------|---------------|----------------|----------------|----------------|-----------------|
| PRICES | \$1.59 | \$6.69 | \$12.29 | \$27.49 | \$49.89 | \$89.98 |

Before Ordering, Please Refer to Pages 31 and 28

GO-CRAB



Yes, we can fix him
"That old Devil" Crab grass
and it will not hurt your lawn grasses, either."

86% POTASSIUM CYANATE BASE

*STILL the BEST because it goes further,
 costs a lot less and does a real job.*

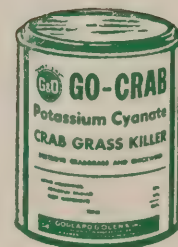
Crab Grass (*Digitaria Sanguinalis*) is the meanest of all lawn weeds. An annual grass that creeps and roots at every joint so that it finally "mats out" any good lawn where it isn't controlled. It keeps right on propagating by its own reseeding so that one single plant produces thousands of seeds in one season.

GO-CRAB is a formulation of Potassium Cyanate, which today is the accepted control of Crab Grass. Rather easy to apply in a liquid because it is entirely soluble in water and is, for general purposes, at this time considered as being non-poisonous to humans and animals, non-volatile and, there-

fore, cannot affect adjacent plant life which is untreated.

GO-CRAB is selectively and exclusively considered as a Crab Grass killer. It will not sterilize the soil and even has some beneficial value in soil by reacting with it and causing a release of some of the fertilizing elements.

A temporary set-back of these other lawn grasses by slight discoloration is naturally noticeable for a few days, but within 10-14 days the good grass recovers a normal appearance, including the clover, and the Crab Grass is wiped out. Feeding and reseeding lawns is certainly recommended after the destruction of Crab Grass so that the bare spots fill in and reproduce.



PLEASE ORDER EARLY
 4 oz. (treats 700-1400 sq. ft.) @ \$.98
 2 lbs. (treats 5600-11,200 sq. ft.) @ \$4.69

PREPAID PRICES

DIRECTIONS ON PACKAGE

16 oz. (treats 2800-5600 sq. ft.) @ \$2.69

Back to CAMELLIAS again

For our DEEP SOUTH and NEW ORLEANS patrons

| | |
|---------------------------|----------------------------|
| 1000 lbs. COTTONSEED MEAL | FIVE 5 THREE 3 TWO 2 |
| 600 " SUPERPHOSPHATE | |
| 400 " MURIATE OF POTASH | |
| 2,000 lbs. of 5-3-2 | |

THIS "once in awhile" irregularity of listing "out of place" but much needed specialty products is what makes our F.S.B. unusual, if nothing else.

| | |
|---|------------|
| 1000 lbs. COTTONSEED MEAL | } KNOWN as |
| 600 lbs. SUPERPHOSPHATE | |
| 400 lbs. MURIATE OF POTASH | |
| 2000 lbs. and with a guaranteed analysis of | |
| 3% NITROGEN | |
| 6% AVAIL. PHOS. ACID | |
| 12% POTASH | |

You've known this CAMELLIA ACID Food maybe as HUMES FORMULA or the DAUNOY CAMELLIA RECIPE. At any rate, we accommodate our sectional as well as national trade with these

PREPAID PRICES (please remit with order)

| | |
|------------------------------|-------------------------------|
| 5 lbs. @ \$1.39 prepaid | 25 lbs. @ \$4.98 prepaid |
| 10 lbs. @ 2.29 prepaid | 50 lbs. @ 8.98 prepaid |

USEFUL INFORMATION

To find diameter of a circle multiply circumference by .31831.
 To find circumference of a circle multiply diameter by 3.1416.
 To find area of a circle multiply square of diameter by .7854.
 To find surface of a ball multiply square of diameter by 3.1416.
 To find side of an equal square multiply diameter by .8862.
 To find cubic inches in a ball multiply cube of diameter by .5236.

Doubling the diameter of a pipe increases its capacity four times.

Double riveting is from 16 to 20 per cent. stronger than single.
 One cubic foot of anthracite coal weighs about 53 pounds.
 One cubic foot of bituminous coal weighs from 47 to 50 lbs.
 One ton of coal is equivalent to two cords of wood for steam purposes.

A gallon of water (U. S. Standard) weighs 8 1/3 lbs. and contains 231 cubic inches.

There are nine square feet of heating surface to each square foot of grate surface.

A cubic foot of water contains 7 1/2 gallons, 1,728 cubic inches, and weighs 62 1/2 lbs.

Each nominal horse power of a boiler requires 30 to 35 lbs. of water per hour.

A horse power is equivalent to raising 33,000 lbs. one ft. per min., or 550 lbs. one ft. per second.

A horse power—42.41 B. t. u. per minute.

1 B. t. u. (British thermal unit)—778 foot-pounds.

To find the pressure in pounds per square inch of a column of water, multiply the height of the column in feet by .434

STUDY THIS PAGE BECAUSE THESE ARE "QUALITY BUYS."

**WE MAKE THE PLANT FOOD
WE DON'T MAKE THE SPREADERS**

BUT generally speaking, a SPREADER is the only practical applicator, especially in lawn work.

Then began a market search and study for THE BEST SPREADER. We found it in the MASTER'S SPREADER.

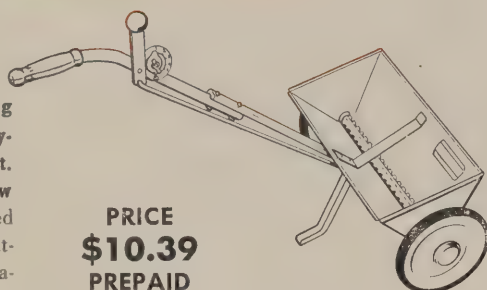
It must be obvious that after we have prepaid the shipping charges on these SPREADERS there is "nothing left" which means little to us in our handling of these "accommodation items" because we never intended to make anything but a handling charge (in and out) so that YOU wouldn't have to be bothered shopping elsewhere to complete your purchases.

MODEL 25-66

**LAWNETTE
16" Spread**

THIS outstanding model outsells anything on the market. With new colors, new wheels and extruded tires, brand new scatterboard and removable shut-off plate—it is better than ever! Defies competition. All-steel

welded body construction, 18" spread and 25-30 lbs. capacity, with tubular handle, rubber grip, patented features and Masters "Fertilizer Miser" control.



**PRICE
\$10.39
PREPAID**

Pat. THE FAMOUS FERTILIZER "MISER"

This accurate control assures instant start and shut-off by an easy to operate finger-tip lever on the handle. This exclusive Masters feature on all models permits setting for any desired or recommended seed or fertilizer sowing. Its precision calibration makes it possible to save the cost of the spreader in one season's seed and fertilizer savings.

Pat. SLOTS-IN-HOPPER

This exclusive Masters feature permits the spreading of humus, peat moss and other materials that cannot be handled with ordinary distributors. This patent applied for "slots-in-hopper" feature gives the Masters 20" and 24" spreaders the greatest usability of any on the market, and a sales feature unmatched by any other machine.

MODEL 30-66 20" Spread

HERE'S the deluxe model featuring wider than ever 20" spread, 50 lbs. capacity and larger rubber tires. New colors, new finish, new scatterboard and removable shut-off plate. "Fertilizer Miser" control, patented "slot-in-hopper" and tubular steel handle with rubber grip. The new 30-66 enables you to offer every wanted feature at a price anyone can afford.



**PRICE
\$13.89
PREPAID**

SCALLOPED AGITATOR

This Masters design on all models assures even flow of material through feed holes in the removable shut-off plate. This revolving scalloped agitator guarantees distribution evenly over the planting area.

YM-66 — THE "YARD MAID"

Specifications Model YM-66



**PRICE
\$8.89
PREPAID**

Capacity — Three cubic feet.

Body — Made of quality steel with a clean, curved interior, welded seams and strong reinforced edge. Width, 18"; depth, 13"; length, 27".

Wheels — 10 $\frac{1}{4}$ " dia. disc wheels constructed from heavy gauge steel double-welded with 1 $\frac{1}{4}$ " tread rubber tires.

Handle — Sturdy "U" shaped tubular steel.

Leg — Easy to tip or tilt cart for loading or unloading.

Axle — Round, heavy solid steel, fastened to body with welded steel clips.

Finish — High-gloss sprayed and baked-on orange and green enamel.

Shipping weight — Two per carton, 36 lbs.

BEST THING EVER MADE FOR GARDENING

PINE OIL

MANY of our gardening customers have a need for a powerful, active, clean and pleasant smelling PINE OIL DISINFECTANT and DEODORANT in their camps, summer homes, basements, kennels, etc.

Here is a 5% Phenol coefficient product of our own make that is 5 times stronger bacteriologically than pure carbolic



DISINFECTANT-DEODORANT

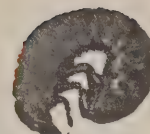
acid vs. B. Typhosus organisms. Cleans the floors, flush bowls, urinals, etc. Can almost forget the cost because ONE part is mixed with 60 parts water. Think of it, 2 ounces to $\frac{1}{2}$ gal. of water for less than 8¢. 100% safe and non-poisonous.

Quart .. \$1.59

Gallon .. \$4.89



ANTI-BEETLE GRUB FORMULA NO. 3



MOST Easterners with a lawn or garden know that the adult Japanese and Asiatic Beetles that chew up almost everything that grows, **STARTS** with an egg, and a dirty white looking grub in the ground, and that is where our **BETTER GRUB FORMULA No. 3** comes in because **IT IS A POSITIVE CONTROL FOR AT LEAST 3 YEARS** and most of our professionals say 5 years.

In April, May and June a new crop of Beetles emerge from the ground

and in August and September a new crop of eggs are laid for emergency the next spring.

Our formula has more DDT, color producing superphosphate and other "KILLERS," and it takes 25 lbs., applied by hand or spreader to 1000 sq. ft. of lawn or garden area. Just treat, for a test, one area of 1000 sq. ft. of lawn and **DON'T** treat surrounding areas or use any other product on a check plot. Measure the period of control and see for yourself the degree of control.

Remember: Our product is non-poisonous to children, birds and pets.

PREPAID PRICES —Please Remit with Order No C.O.D.'s Please

| | |
|--|-----------|
| 10 lb. pkg. (small 20' x 20' lawn) | @ \$ 2.29 |
| 25 lb. pkg. (for 1000 sq. ft.) | @ 4.98 |
| 50 lb. pkg. (for 2000 sq. ft.) | @ 8.98 |
| *100 lb. pkg. (Express) (for 4000 sq. ft.) | @ 13.59 |

(*Prepaid via Express or Freight within 500 miles of N. Y. City)

WEIGHTS & MEASURES

HERE is a "resting spot" in the F.S.B. to draw breaths and take a "break," but that doesn't mean that the following tables should be regarded as "Space Fillers." No sir, and that last table below can, if you pay attention to it, prevent you from using **TOO MUCH** or

TOO LITTLE of these powerful **FERTILIZERS, FUNGICIDES, INSECTICIDES, HERBICIDES, ETC.,** and burning your plants to a crisp. We put this table here because **WE KNOW** how important it is **NOT** to guess.

Linear Measure

| | |
|---------------|---------------------------|
| 12 inches | = 1 foot |
| 3 feet | = 1 yard = 36 inches |
| 5½ yards | = 1 rod = 16½ feet |
| 40 rods | = 1 furlong = 660 feet |
| 8 furlongs | = 1 mile = 5,280 feet |
| 3 miles | = 1 league = 15,840 feet |
| 6,080.20 feet | = 1 nautical, or sea mile |

Area Measure

| | |
|-------------------|-----------------|
| 144 square inches | = 1 square foot |
| 9 square feet | = 1 square yard |
| 30¼ square yards | = 1 square rod |
| 160 square rods | = 1 acre |
| 640 acres | = 1 square mile |
| 1 mile square | = 1 section |
| 6 miles square | = 1 township |

Liquid Measure

| | |
|----------|------------|
| 4 gills | = 1 pint |
| 2 pints | = 1 quart |
| 4 quarts | = 1 gallon |

Surveyors' Measure

| | |
|-------------|--|
| 7.92 inches | = 1 link |
| 100 links | = 1 chain = 4 rods = 66 feet |
| 80 chains | = 1 statute mile = 320 rods = 5,280 feet |

Equivalents

| |
|------------------------------------|
| 1 centimeter—0.3937 inch |
| 1 fathom—1.829 meters |
| 1 foot—0.305 meter |
| 1 hand—4 inches |
| 1 inch—2.540 centimeters |
| 1 kilometer—0.621 mile |
| 1 meter—39.37 inches |
| 1 mile (land)—1.609 kilometers |
| 1 mile (sea)—1.853 kilometers |
| 1 acre—4,840 square yards |
| 1 cord (firewood)—128 cubic feet |
| 1 liter—1.057 liquid quarts |
| 1 pint, dry—0.551 liter |
| 1 pint, liquid—0.473 liter |
| 1 gram—0.035 ounce, avoirdupois |
| 1 kilogram—2.205 pounds |
| 1 ounce—28.350 grams |
| 1 pound, avoirdupois—453.592 grams |

Avoirdupois Weight

| | |
|------------------------|------------------------------|
| 27-11/32 grains | = 1 dram |
| 16 drams | = 1 ounce |
| 16 ounces | = 1 pound |
| 100 pounds | = 1 short hundredweight |
| 20 hundredweights | = 1 short ton = 2,000 pounds |
| 112 pounds | = 1 long hundredweight |
| 20 long hundredweights | = 1 long ton = 2,240 pounds |

Dry Measure

| | |
|----------|------------|
| 2 pints | = 1 quart |
| 8 quarts | = 1 peck |
| 4 pecks | = 1 bushel |

Cubic Measure

| | |
|--------------------|----------------|
| 1,728 cubic inches | = 1 cubic foot |
| 27 cubic feet | = 1 cubic yard |

Weight

| | |
|-----------------|----------------|
| 10 milligrams | = 1 centigram |
| 10 centigrams | = 1 decigram |
| 10 decigrams | = 1 gram |
| 10 grams | = 1 dekagram |
| 10 dekagrams | = 1 hectogram |
| 10 hectograms | = 1 kilogram |
| 1,000 kilograms | = 1 metric ton |

Volume Measure

| | |
|----------------|----------------|
| 10 milliliters | = 1 centiliter |
| 10 centiliters | = 1 deciliter |
| 10 deciliters | = 1 liter |
| 10 liters | = 1 dekaliter |
| 10 dekaliters | = 1 hectoliter |
| 10 hectoliters | = 1 kiloliter |

Linear Measure

| | |
|----------------|----------------|
| 10 millimeters | = 1 centimeter |
| 10 centimeters | = 1 decimeter |
| 10 decimeters | = 1 meter |
| 10 meters | = 1 dekameter |
| 10 dekameters | = 1 hectometer |
| 10 hectometers | = 1 kilometer |

Cubic Measure

| | |
|-------------------------|----------------------|
| 1,000 cubic millimeters | = 1 cubic centimeter |
| 1,000 cubic centimeters | = 1 cubic decimeter |
| 1,000 cubic decimeters | = 1 cubic meter |

Apothecaries' Measure

| | |
|-----------------|-----------------|
| 60 minims | = 1 fluid dram |
| 8 fluid drams | = 1 fluid ounce |
| 16 fluid ounces | = 1 pint |
| 2 pints | = 1 quart |
| 4 quarts | = 1 gallon |

TABLE OF THE EQUIVALENTS OF THE COMMON CAPACITY UNITS USED IN THE KITCHEN AND GARDEN

| Units | Fluid drams | Tea- spoon- fuls | Table- spoon- fuls | Fluid ounces | 1/4 cup- fuls | Gills (1/2 cup- fuls) | Cup- fuls | Liquid pints | Liquid quarts | Cubic centi- meters | Liters |
|---------------------------------|----------------|------------------------|--------------------------|-----------------|---------------------|--------------------------------|--------------|-----------------|------------------|---------------------------|--------|
| 1 fluid dram equals..... | 1 | 3/4 | 1/4 | 1/8 | 1/16 | 1/32 | 1/64 | 1/128 | 1/256 | 3.7 | 0.004 |
| 1 teaspoonful equals..... | 11/3 | 1 | 1/3 | 1/6 | 1/12 | 1/24 | 1/48 | 1/96 | 1/192 | 4.9 | 0.005 |
| 1 tablespoonful equals..... | 4 | 3 | 1 | 1/2 | 1/4 | 1/8 | 1/16 | 1/32 | 1/64 | 15 | 0.015 |
| 1 fluid ounce equals..... | 8 | 6 | 2 | 1 | 1/2 | 1/4 | 1/8 | 1/16 | 1/32 | 30 | 0.030 |
| 1/4 cupful equals..... | 16 | 12 | 4 | 2 | 1 | 1/2 | 1/4 | 1/8 | 1/16 | 59 | 0.059 |
| 1 gill (1/2 cupful) equals..... | 32 | 24 | 8 | 4 | 2 | 1 | 1/2 | 1/4 | 1/8 | 118 | 0.118 |
| 1 cupful equals..... | 64 | 48 | 16 | 8 | 4 | 2 | 1 | 1/2 | 1/4 | 237 | 0.237 |
| 1 liquid pint equals..... | 128 | 96 | 32 | 16 | 8 | 4 | 2 | 1 | 1/2 | 473 | 0.473 |
| 1 liquid quart equals..... | 256 | 192 | 64 | 32 | 16 | 8 | 4 | 2 | 1 | 946 | 0.946 |
| 1 cubic centimeter equals..... | 0 27 | 0 20 | 0.068 | 0.034 | 0.017 | 0.0084 | 0.0042 | 0.0021 | 0.0011 | 1 | 1/1000 |
| 1 liter equals..... | 270 | 203 | 67.6 | 33.8 | 16.9 | 8.45 | 4.23 | 2.11 | 1.06 | 1000 | 1 |

RAW FERTILIZERS IN SMALL PACKAGES

NITRATE OF SODA

THIS material supplies over 15% of Nitrogen and starts to work in the ground in about 10 days. Supplies the needed Nitrogen to give growth and also color but it doesn't last long enough. Nice to have a little around for boosting leafy vegetables like spinach, cabbage, rhubarb, asparagus, etc.

PREPAID PRICES

5 lbs. @ \$1.09 10 lbs. @ \$1.79 25 lbs. @ \$3.89

FISH SCRAP

PURE GROUND

SO many customers who want to make a real showing on SWEET CORN, BERRIES, IN PERENNIAL FLOWER BEDS, ROSES, Etc., have asked us for our straight 10% plus FISH SCRAP that we have decided to make it available. A small handful to a hill of corn and Oh! what ears. It's got something that does the incredible besides 10% of Nitrogen which alone justifies the price.

PREPAID PRICES

5 lbs. @ \$1.69 10 lbs. @ \$2.79 25 lbs. @ \$5.98

ALUMINUM SULPHATE

for ACID SOILS

ALUMINUM SULPHATE may be used to make alkaline and neutral soils ACID, thus favoring the development of satisfactory soil for blueberries, cranberries, azaleas, camellias, and a lot of specialty plants that thrive on "bog" or acid type of soil. A pound of ALUMINUM SULPHATE applied to a square yard of neutral or alkaline soil and washed into the ground is a fair dosage although we even recommend more. A good dose is 5 lbs. per 100 square feet. On an average medium light silt loam, it takes about 5 lbs. to 100 square feet to bring the reaction down from pH 8 to pH 7 and it takes about two weeks for this reaction. Nine lbs. would be needed to bring it down to pH 6 and about 14 lbs. down to less than 5.5.

As a Japanese Beetle repellent spray, take about 1 oz. of ALUMINUM SULPHATE and 8 oz. of regular Hydrated Lime and mix the two in a gallon of water. If you would rather use this as dust, then just mix the first two together and in the morning when the dew is on the plants, make the dusting. The Beetles do not like the white coated foliage or the taste of the ALUMINUM SULPHATE, which technically is alum.

SEE OUR Package for the most and all-inclusive directions on this material, ever given in label directions.

PREPAID PRICES

1 lb. @ \$.49 10 lbs. @ \$1.89
5 lbs. @ 1.09 25 lbs. @ 3.89

BONE MEAL

PURE • GENUINE • UNADULTERATED

BONE MEAL represents a durable, natural fertilizer, furnishing a steady source of plant food gradually becoming available by decomposition over a period of 2 to 3 years. When making a new lawn, use plenty of Bone Meal (5 lbs. to 100 sq. ft.)

The most concentrated food eaten by an animal goes into bone structure, so consequently Ground Bone should be and is infinitely better than the waste manure of the animal and is the last word in safety and lasting effect.

Safe to feed any kind of plant with good results everytime. Wonderful for Bulbs.

IT'S PURE, UNADULTERATED BONE.

Put a glassful of Bone around a shrub one (1) foot high (above ground) and 10" wide, work and water in. You'll see results for 3 years.

There is a big difference in analysis and prices of Bone so don't be guided by price alone. Our Bone runs about 3½% Ammonia and 50% of Bone Phosphate of Lime and large Nurseries and Greenhouses use 10 and 15 ton loads and have for years.

PREPAID PRICES

5 lbs. @ \$.98 10 lbs. @ \$1.69 25 lbs. @ \$3.89
50 lbs. @ \$6.39 100 lbs. @ \$9.39

MURIATE OF POTASH

MURIATE OF POTASH is a Potash salt containing 60% actual and soluble Potash and we all know that Potash in available form is the thing that prevents disease and builds a sturdy root system and plant. Wherever Potash is omitted in a fertilizer formula or none is available in the ground, you can certainly expect to find poor growing results. "You gotta have Potash."

PREPAID PRICES

5 lbs. @ \$1.09 10 lbs. @ \$1.79 25 lbs. @ \$3.89

GYP SUM

FOR IMPROVING SOIL CONDITIONS

WE have been "Fed up" with propaganda on fancy named SOIL CONDITIONERS so costly for any kind of one or two year application that even a very wealthy gardener could hardly afford them.

All gardeners know what Gypsum or Land Plaster is and how it has been improving and conditioning American soil for nearly 200 years.

- (1) It clears up water puddle spots in most cases by opening hard crusted surface drainage to a depth up to 10". We all have a condition in our gardens and lawn at some time akin to this.
- (2) It works better when spaded or spiked into soil.
- (3) Can be applied by hand or any kind of garden spreader.
- (4) It stimulates microbial decomposition in soil which increases formation of organics.
- (5) A good standard broadcast application is at rate of 2 tons per acre or say one pound to 10 sq. ft. or 100 lbs. to 1,000 sq. ft. or a garden of 25' x 40'. Apply in early spring and also in late summer when soil is dried out.
- (6) Apply Gypsum continuously for 3 years and see real soil improvement.

For the benefit of those who cannot get smaller sized packages of Gypsum locally to treat only 250-500 sq. ft. of hard crusted and poor soil, we have undertaken the packaging of 2 popular sizes and more as an accommodation to meet your demand for what we think is THE REAL AND NATURE'S OWN SOIL CONDITIONER and at maybe 1/20th to 1/50th of the cost.

PREPAID PRICES

10 lb. size @ \$1.19 25 lb. size @ \$2.69 50 lb. size @ \$4.79

SULPHATE OF AMMONIA

ANOTHER nitrogenous product containing 20% or 20 lbs. of actual Nitrogen to 100 lbs. of the material. A little slower acting than Nitrate of Soda and also lasts a little longer. Both Nitrate of Soda and Sulphate of Ammonia can be dissolved in water for the purpose of making liquid applications.

Its continued use on the same soil creates acidity which is desirable for Bent Grasses but not Blue Grass or Fescue lawns. Also does a good job in controlling lawn weeds at rate of 5 lbs. to 1000 sq. ft. and watered in.

PREPAID PRICES

5 lbs. @ \$1.09 10 lbs. @ \$1.79 25 lbs. @ \$3.89

COTTON SEED MEAL

SURPRISING how many customers buy our Cotton Seed Meal with almost 7% of Nitrogen and 3% of Phosphorus and especially growers of CAMELLIAS, HOLLY, AZALEAS and other ACID LOVING PLANTS and even thousands of ROSARIANS use a handful per bush yearly. It must please or else we would not sell carloads. Use 3 lbs. over a 100 sq. ft. of lawns or in flower beds. One of the best, surest result ORGANICS available and priced correctly for your limited needs.

So many bought the 25 lb. size last year we are now packing a 50 lb. size.

PREPAID PRICES

5 lbs. @ \$1.29 25 lbs. @ \$4.98
10 lbs. @ 2.39 50 lbs. @ 8.98



A Measuring Spoon in Every Package and Full Directions

16 - 20 - 16

ANALYSIS

16% NITROGEN
20% PHOSPHORUS
16% POTASH

For NO reason these PRICES have again BEEN CUT. We predicted that some day the gardeners would "hook on" to WUND-O-BEST and HOW they did last year and then the same customers kept repeating without any urging from us. The fact is we are now underselling all competition by about 50% and it can't stay that way forever.

WUND-O-BEST is a light yellow colored CRYSTALLINE product about the consistency of epsom salts. It contains a higher analysis of 16% Nitrogen, 20% Phosphorus and 16% Potash.

It dissolves in water (without leaving a trace of sediment) as fast as salt and even faster. Perfectly balanced and above all it is sanely priced and in fact 5 POUNDS sells for even LESS than 3 POUNDS of most competitive products having an analysis of about 1/3 less than WUND-O-BEST.

NEW STYLE OF PACKAGING

In addition to our TIN packing we are now putting a POLY-ETHYLENE liner bag in the can. Thus the contents can be stored.

(1) Goes to work within a half hour in feeding Nitrogen, Phosphorus and Potash to foliage and roots and within two hours of complete SOIL feeding to:

Roses Hedges Berries Perennials Evergreens
Fruits Annuals All Flowers Lawn Turf Rhododendrons
Vegetables Shrubs Azaleas House Plants ETC. — ETC.

(2) Safe. Cannot burn when used as directed.

(3) Non-poisonous, odorless, harmless to skin and clothes.

(4) Low Cost: Dissolve a heaping tablespoonful in a gallon of water and then use a sprayer, hose feeder or better still, a regular garden sprinkling can as an applicator.

It only takes one pound of WUND-O-BEST to about 33 gallons of water (weighing about 275 lbs.) to cover nearly 1500 square feet of lawn area. That's economy — plus.

A teaspoonful of WUND-O-BEST to a quart of water for indoor plants is an old stand-by.

MIXING WITH INSECTICIDES — FUNGICIDES

To every gallon of diluted and ready to use liquid BUG and BLIGHT sprays, add one (1) level tablespoonful of WUND-O-BEST. A good suggestion here is to first dissolve the WUND-O-BEST in a glassful of water and then combine with diluted insecticides. This combination is good practice for results and labor-saving.

PREPAID PRICES

1 lb. Pkg. \$.98

5 lb. Pkg. @ \$2.79 25 lb. Pkg. @ \$ 9.69

10 lb. Pkg. @ 4.49 50 lb. Pkg. @ 17.89

20% SUPERPHOSPHATE

WE do not know of one State in the Union where the phosphorus content of soil is not far less than needed. Every State bulletin, to our knowledge, keeps "harping" on this. Consequently we began 20 years ago packing this item for you and today we pack carloads and give full directions on packages. It's low priced so keep a couple of bags on hand and use 4 lbs. per 100 sq. ft. of garden or lawn area and watered in. Big demand.

SUPERPHOSPHATE is the important element that produces color whether in a blade of grass or a petal of a rose and it is low enough in price for every gardener to use a little extra and even mixed with whatever fertilizer might have been purchased. In fact, it would be mighty good practice to take 25 lbs. of ordinary mixed fertilizer and then add 5 lbs. of this 20% SUPERPHOSPHATE, mixing it up well. It may take a little extra trouble but it would show results. Polyethylene Liner Packages.

PREPAID PRICES

5 lbs. @ \$1.09 25 lbs. @ \$3.89
10 lbs. @ 1.89 50 lbs. @ 6.98

48% TRIPLE SUPERPHOSPHATE

SOMETIMES called DOUBLE Superphosphate but really it's 2½ times, and there are thousands of Gardeners who want, but CANNOT GET this product anywhere in their local areas.

Could prove economical by using 1½ per 100 sq. ft. instead of 4 lbs. Also use a tumblerful to a bushel basket of Compost and wet down. When planting small fruit trees use a tumblerful with the dirt from hole and soak the replaced earth. You're after color, you know.

PREPAID PRICES — 5 lbs. @ \$1.69, 10 lbs. @ \$2.49

Genuine — CATTLE MANURE — Unadulterated

A PITY we've run out of space. This product deserves a full page because once you have seen an animal manure that is a dark rich shredded product (like ¼" lengths of cut brown straw) direct from the feeding pens as our buyer did, you'll know that your garden beds and everything have at last got a chance to meet and receive a load of the REAL THING and not something with 95% of straw, peanut hulls and peat moss and only 5% of manure. Our analysis is 1.85% Nitrogen, .75% Phosphorus and 1.75% Potash. Full directions on package.

You've probably tried them all and swore you'd never buy commercial manures again. Relent and recondition (as a test) a 300 or 400 sq. ft. area of your garden soil this year under our GUARANTEE that you will get the genuine. We must be right or we couldn't sell so many carloads.

PREPAID PRICES

5 lbs. \$1.09 10 lbs. \$1.79 25 lbs. \$3.59 50 lbs. \$6.29

SEPTO

SEPTIC TANKS

ABOUT every ten (10) days use two (2) heaping tablespoonsful of SEPTO (like coarse granulated sugar-green) in each flush bowl. Let it dissolve and then flush the toilet. This mild periodic preventive treatment eliminates the chances of accumulated stoppages with a consequent heavy treatment of SEPTO to possibly injure required bacteria.

CHEMICAL TOILETS

Dissolve a fourth (¼th) of a 10 lb. container (or 2½ lbs.) of SEPTO in one gallon of water (using an old pail for this). Stir until SEPTO is all dissolved. Then pour this solution into tank of toilet and add a gallon of clean water. When tank is ¾th full, empty or flush it and clean out with fresh water.

We have found that the most economical size for making, packing and selling SEPTO is in the 10 lb. metal container, since it is used almost weekly and often daily so why order small pound cans at double the cost and high shipping charges. In fact our long distance customers always buy a case of 4-10 lb. pkgs. to be ready for any emergency. Be sanitary, keep a stock of SEPTO on hand and especially around camps.

SEPTO is probably 25-50% less in cost than many other products used for the same purpose and is much more concentrated and powerful in dessication effects. Free of Chloride of Lime. Full directions on the package.

KILLING TREE STUMPS — See "STICKER LABEL" on package. Treat from stump top and around roots.

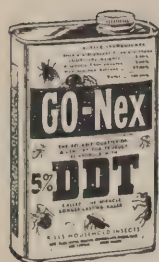
PREPAID PRICES

5 lb. can @ \$1.98 each 10 lb. can @ \$3.29 each
4 - 10 lb. cans (a case) @ \$11.98 per case

FOR MOSQUITOES

GO-NEX 5% DDT

FLIES • GNATS • WASPS



LIQUID

Also for Clothes Moths and Certain Other Moths, Carpet Beetles, Roaches, Water Bugs, Silver Fish, Ants, Spiders, "1000" Leggers, Bed Bugs, Fleas infesting premises.

SPRAY GO-NEX liberally (but not sufficient to run on walls and ceiling of rooms) so that flies come in direct contact with spray. Wipe surfaces with a clean dry rag to remove dust before spraying, otherwise spotting may occur. For better results close doors and windows during spraying operation. The residue from one

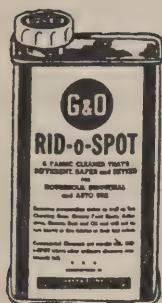
thorough application remains effective for two months. Treat window and door screens liberally, using a brush or mop dipped in the spray once a month or more often if exposed to rain. Flies and mosquitoes alighting on them will be killed. Garbage pails and stagnant water should be sprayed repeatedly.

PREPAID PRICES

Pint @ \$.69

Quart @ \$.98

Gallon @ \$2.79



RID-O-SPOT

RID-O-SPOT removes spots, chewing gum, tar, grease, grime, soot, and oil without injuring most heavy or fine fabrics. We really believe and will GUARANTEE that you will like RID-O-SPOT better than any type of cleaner you have ever used. It takes care of all of the heavy and fine fabrics and you will just love it for the way it cleans gloves, automobile upholstery, drapes,

carpets, rugs and upholstery. You can easily determine how much safer RID-O-SPOT is to use than many cleaners by dipping the end of a twisted piece of paper into RID-O-SPOT and then trying to ignite the wet end with a lighted match. Buy the gallon "family" size for immersing dresses, curtains, gloves, etc.

PREPAID PRICES

1/2 Pint (to introduce) @ \$.59

Pint @ \$.89

Quart @ \$1.39

Gallon @ \$4.39



MOTH DEODORANT NUGGETS

BEFORE closing up the house for vacation DO THIS and when you return you will be mighty PLEASED THAT YOU DID SO.

Put a small handful of Nuggets in clothes and overcoat pockets, then a couple of big handfuls all over the upper shelves and on closet floors. Close doors tight. Then as you walk out and lock up, throw some all over carpets, rugs, chairs and davenport. Suppose you spend \$3.00 for this! Isn't that better than losing a \$100.00 garment by Moth Worms?

The author of this F.S.B. wouldn't leave his house for 2 to 8 weeks without doing this and in 20 years hasn't even lost a sweater. What's more, no rats, squirrels and

household bugs, because the Nugget gas just won't let them stay. This is also true of the CRYSTALS AND COMPACTS. Proof, put about 10 Nuggets on a chair where dogs and cats love to sleep and they won't even go near that chair for weeks and finally not at all. All this with complete safety. No stain, etc.

These are unperfumed 100% Paradichlorobenzene about the size of a large raisin or hazel nut which means very slow and effective evaporation. Packed in re-sealable canisters. Put away your furs, suits, sweaters, dresses, etc., with assurance of no moth damage. Once used, always demanded.

PREPAID PRICES — 1 1/2 lbs. @ \$1.19, 5 lbs. @ \$2.79



MOTH DEODORANT CRYSTALS

PERFUMED

100% Paradichlorobenzene with a dainty mild Rose-Lilac odor. Fine for sprinkling over floors and in closets, not only to kill moths but as a faint deodorant against

Tobacco, Dog, Cat, Bathroom and Kitchen smells. Our crystals last a lot longer because they are bigger and nothing like the usual sizes found in stores.

PREPAID PRICES — 1 1/2 lb. Package @ \$1.29, 5 lbs. @ \$2.79



MOTH DEODORANT COMPACTS

The same as our perfumed crystals except they are power pressed into discs about 2 1/2" wide and 1" thick, then cellophane wrapped and 12 such compacts packed into a cylinder or tube to eliminate evaporation. Fine to put in bureau drawers, trunks, chests, closets, and on

shelf in Bathrooms, Kitchens, etc. Good for sick rooms because the mild, refined aroma is not overpowering like so many of these sort of products. Not mixed with Naphthalene flakes to reduce the price. It's 100% pure volatile material. Put a cake in bathroom.

PREPAID PRICE — Tube of 12 Compacts (3 lbs.) @ \$2.98

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LACEWING



ROSE APHIS



WHITE GRUB



RED SPIDER



POTATO BLIGHT



MEXICAN BEAN BEETLE



THRIP



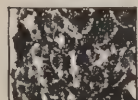
SNAIL



CUTWORMS



Tussock Moth Larva.



EUROPEAN ELM SCALE



SPRUCE GALL APHIS



PINE LEAF SCALE



APHIS



GRASSHOPPER



ROSE CHAFER



ROSE LEAFSPOT



MILDEW



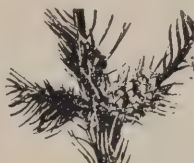
TARNISH PLANT BUG



Tobacco Worms, showing destruction to tobacco leaves.



Different stages of Mexican Bean Beetle on eaten bean leaf.



Spruce Gall



A FEW
PICTURES
from
BUGDOM'S

ROGUE'S
GALLERY



CATERPILAR



POTATO FLEA BEETLE



LEAF HOPPER



CODLING MOTH



CHICKEN LICE



ASPARAGUS BEETLE



ANTS



SLUG



ROSE MIDGE



TOMATO WORM



WHITE FLIES



SOW BUG



MEALY BUGS



SAN JOSE SCALE



OYSTER-SHELL SCALE



JAPANESE BEETLE



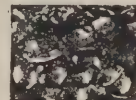
Potato Beetle



EUONYMUS SCALE



COTTONY MAPLE SCALE



PIT-MAKING OAK SCALE

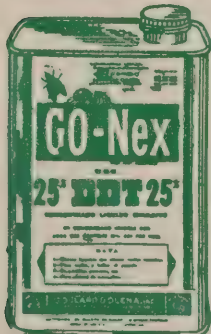


Terrapin Scale

WHY must Home Gardeners have to get so "balled up" that when they enter a store to buy the best thing to kill Aphid (or anything) the clerk drags down from the shelf 25 different products with names 4 inches long and stiff prices etc., when all the poor befuddled gardener has to do is turn to page 22, read about PLANT SPRAY and then, to make doubly sure add a spoonful of 40% Nicotine Sulphate

(page 20) to it and for a few pennies the Aphid will think it was hit with a load of buck-shot. The plant left better than ever.

Match the bugs you have with this G & O original "line-up" (we arranged this drawing and made the plate) and we guarantee the ANSWER at a sensible cost.



DORMANT MISC. OIL SPRAY

FOR Dormant and delayed spraying to control San Jose Scale, European Red Mite, Cottony Peach Scale, Green Apple or Grain Aphis, Red Bug, Rosy Apple Aphis, etc. Oystershell and Terrapin Scale, Pear Pyslla, Leaf Roller, Elm Scale, Spruce Gall, Euonymus Scale, Scurfy Scale, Cottony Maple Scale, Tent Caterpillar, Tulip Scale, Juniper Scale, etc. Dilutes about 1 to 25 parts water.

Cleans up Peach Leaf Curl, Pear Thrips, Bud Moth and Case Bearer. G&O Dormant Miscible Oil Spray makes vigorous trees, nursery stock and ornamentals. Simple to use. Practically odorless. Mixes with hard or soft water. Leaves no stain on foliage. Non-poisonous.

Free flowing of most desirable viscosity. None better at any price.

PREPAID PRICES

| | | | |
|-----------------|----------|-------------------|----------|
| One Pint | @ \$.69 | One Gallon | @ \$2.29 |
| One Quart | @ .98 | 5 Gal. Drum | @ 9.59 |

LIME SULPHUR SOLUTION

ALWAYS AN OLD-TIME FAVORITE

DILUTE one part to 7 parts of water as a dormant January-March application, and 1 part to 49 parts for the Summer Spray. Wonderful for control of Hard Insects, Leaf Blister Mite, San Jose Scale and Peach Leaf Curl. Follow directions on package. Also for Apple Scab, Sooty Blotch and Fly Specks.

PREPAID PRICES

| | | |
|----------------|-------------------|----------------------|
| Quart @ \$.89 | Gal. Can @ \$1.79 | 5 Gal. Drum @ \$7.98 |
|----------------|-------------------|----------------------|

40% NICOTINE SULPHATE

THE standard effective contact spray for sucking insects and even some types of chewing insects.

Controls Codling Moth in combination with G&O Miscible Oil Spray at the rate of 1/1500 of the former to 1% of the latter.

Excellent for painting chicken roosts and delousing poultry flocks.

Also a good dosage for Red Spider and Crawling young scale.

Dilution: 1 1/4 teaspoonfuls to a gallon of water.

PREPAID PRICES

| | |
|---------------------------------------|----------|
| One Ounce Bottle (Small Garden) | @ \$.49 |
| Five Ounce Bottle (Big Garden) | @ 1.29 |

DUSTING SULPHUR

A SUPERFINE dusting sulphur of practically micron sized particles. This costly type of grinding gets the sulphur right into the plant pores for the control of Mildew, Black Spot and other fungous growth encountered in the cultivation of Flowers, Garden Crops, Shrubs and Evergreens. Rose growers get prize results by using Sulphur in dust form which is so easy to apply.

Often used at the broadcast rate of one pound to 400 sq. ft. of soil area to correct an excess of alkalinity in the soil. An excess of alkaline can be as bad, in soil, as an excess of acid.

PREPAID PRICES

| | | | |
|---------------|--------------|----------------|--------------|
| 1 Pound | @ \$.54 ea. | 5 Pounds | @ \$1.29 ea. |
|---------------|--------------|----------------|--------------|

WETTABLE SULPHUR

AN extremely fine grind of Sulphur mixed with a wetting agent to insure the best spraying results when mixed with water. Can be used in combination with Arsenate of Lead, Bordeaux Extracts, Rotenone, Pyrethrum, Plant Spray (Page 22).

WETTABLE SULPHUR is used at the rate of one level tablespoonful to a quart of water for control of Scab, Brown Rot, and Curculio. Especially good for killing Red Spider on Evergreens, Powdery Mildew on Chrysanthemums, Rust on Roses, Peas, Beans, and Shrubs.

Add 2 tablespoonfuls of Wettable Sulphur to a gallon of diluted PLANT SPRAY (Page 22). Stir up, fill sprayer. Bugs and Fungi are destroyed in ONE DOSE. So easy and so inexpensive.

PREPAID PRICES

| | | | |
|---------------|----------|----------------|----------|
| 1 Pound | @ \$.54 | 5 Pounds | @ \$1.39 |
|---------------|----------|----------------|----------|

GO-NEX - 25% DDT

DDT is today's SURE, QUICK, 100% acknowledged "Jap" Beetle Killer, with no "regrets" of any kind. Our GO-NEX/25% DDT LIQUID EMULSION CONCENTRATE requires as little as one teaspoonful of this milky white solution to a quart of water in a sprayer and "Bingo"—immediate paralysis, no more chewing and then death.

Remember—GO-NEX/25% DDT is just as good for killing Potato and Flea Beetles. Wonderful vs. Rose Bugs, Cabbage Insects and as tick bath for dogs, etc. Contains no oil to cause burning. Water mix like milk.

PREPAID PRICES

| | |
|--|----------|
| Quart Size (ample for medium yard) | @ \$1.49 |
| Gallon Size (ample for large yard) | @ 4.59 |

HAVE THIS HANDY!

5% DDT DUST

You'll Be So Glad You Did.

Used to control:—

Japanese Beetles
Flea Beetles
Plant Bugs
Rose Chafers
Leafhoppers
Grape and Berry Moth
European Corn Borer
Corn Earworm
Cutworm
Thrip on "Glads"

and certain other external chewing Insects.

A very popular control to have on hand at all times. The price is low and the coverage is very extensive. Our one (1) lb. sifter top can makes a practical duster which can be refilled from the larger 4 lb. bag, so you don't have to buy a duster.

NOTHING AS GOOD FOR STORING GLADIOLA BULBS.

PRICES

prepaid

| | |
|----------------------|----------|
| 1 lb. Canister | @ \$.73 |
| 4 lb. Package | @ 1.39 |
| 6-4 lb. Package | @ 6.98 |



CHLORDANE

KILLS ANTS

A SURE killer of not only Ants, but Chinchbugs, Sowbugs, Chiggers, Jap Beetles, Webworms, Grasshoppers, Thrips, Southern Corn Root Worms, and Cutworms. See directions on our sifter top cans. Non-poisonous. **HOW IT KILLS ANTS!!**

Convenient ½ lb. cans. Buy 3 cans and save real money. It keeps indefinitely.

We ship **THOUSANDS OF PACKAGES OF 5% CHLORDANE TO OUR SOUTHERN TRADE AND ESPECIALLY INTO ALABAMA, LOUISIANA, ETC.** Everyone likes our size package, 3" wide x 5¼" high. Saves buying a duster.

BE READY WHEN THE ANTS start coming. Have a package or two on your shelf. Almost a panacea for Flower and Vegetable Gardens plus Roaches, Silverfish, Dog Ticks and Carpet Beetles inside the house.

PREPAID PRICES

½ lb. Canister @ \$.59

Special for 3 Canisters (a bargain) @ \$1.39



P. D. B.

TO KILL BORERS

BORERS go through four stages of growth, viz., the Egg, the Larvae (which is the Borer itself), the Pupa and the Adult or Moth, and there is only one generation a year.

Paradichlorobenzene (P. D. B.) is the recommended treatment. This is a white crystalline substance having an ether-like odor and vaporizing quickly in Summer temperatures. It produces fumes heavier than air which rapidly permeate the soil and the Borer tunnels in the tree.

HOW TO LOCATE BORERS IN THE TREES

While the mature Borer is about an inch long, yellowish white and with a dark reddish head with brownish hair arising from the tubicles. Hardly ever seen because they are inside of tree but can be located by the frass or gum found exuding from the trunk and branches.

Level and clean soil around tree. Make trench an inch deep and 2 inches from the trunk of the tree. Fill this with P. D. B. around at the rate of 1 oz. for an average sized tree, 1½ ozs. for large tree, ¾ of an ounce for tree four to five years old and about ½ ounce for a tree up to three years old. As soon as this is done make a mound of earth in the shape of a cone with the peak of the cone around the trunk of the tree and wet earth a little on the top. Stamp earth down with back of spade. Under these conditions will take three to six weeks for P. D. B. to evaporate.

While talking about Peach Trees the same recommendation would apply to other trees.

Sometimes Borers do damage to Lilac bushes. This treatment is about the best control possible.

PREPAID PRICE 1 lb. pkg. @ \$.98
Enough for Many Trees and Shrubs

TERMITINE

FOR TERMITES

TERMITINE is a gaseous liquid of Orthodichlorobenzene, 98% Cresylic Acid (not Creosote), 5% DDT. Pure Distilled Pine Oil, Carbontetrachloride, and Pentachlorophenol that is used for spraying beam terminals connecting with sills, all wood imbedded in earth, and cracked cement and also for pouring in 8" deep trenches around the house, adjacent to foundation (about a quart to 20-25 running feet). When trench is refilled the developed gas goes nest deep, thus forming a barrier difficult for termites to pass.

Furthermore—TERMITINE is priced just about 35% lower to give all Termite victims a "break." What's more, we give you analysis on package (that's so important, especially in any kind of a chemical used for Termite control).

PREPAID PRICES

Gallon Can (for spot treatment) @ \$ 4.69
4-1 Gal. Cans (for bungalow size) @ 16.98
5 Gallon Drum @ 19.98



RABBIT REPELLENT

WITH SAFETY TO ALL, INCLUDING THE RABBITS

THE practice of buying 2 to 16 ounces of so-called concentrates to treat even a little "ITSY BITSY" garden is impractical and mighty expensive. To do a good job with such, you would spend more than the whole garden cost.

Rabbits have become such a pest that whole vegetable-flower gardens have been entirely eaten up by them within a few days. Consequently the demand for a liberal sized, effective economical remedy is demanded in every garden growing area.

Contents of illustrated 5 lb. bag will treat 100 to 150 individual plants with a dose that counts for something or about 200 to 250 running feet of plant row (one side). **NO SUCH VALUE EVER OFFERED BEFORE.** Full directions for use on package.

PREPAID PRICES

1 lb. @ \$.79 5 lbs. @ \$1.89

DRIED BLOOD

MANY gardeners like this product to keep night prowlers away and especially DEER and RABBITS. G&O do the unusual again by making it available to you. Also use as fertilizer since it has 11% Nitrogen.

PREPAID PRICES

5 lb. pkg. @ \$1.29
10 lb. pkg. @ 2.39
25 lb. pkg. @ 5.29

ANTI-DOG SPRAY

IT'S priced "down to earth." Over TWICE the quantity for almost HALF the price of competition.

This fact, plus its quality, makes it probably the country's leading seller in dog repellents.

Why pay about 80¢ for 3 ounces of some material when you can buy 8 ounces for 69¢?

Doesn't seem to make sense, does it?

PROTECT Your Lovely and Expensive Evergreens, Shrubs, Boxwood, Plants, Etc.

Keeps dogs, cats, deer, rabbits, etc., away from evergreens and ornamental trees. Non-inflammable and contains no free oil, 2 of the most desirable features of any Anti-Dog Spray. Also non-poisonous to pets or children. A valuable repellent without any objectionable features.

Also extremely effective when sprayed around ash cans or garbage pails and on vegetable barrels on display at store fronts and on corners of buildings, even on tops of running fences where cats like to walk.

PREPAID PRICES

Half Pint @ \$.79
One Pint @ .98
One Quart @ 1.49
One Gallon @ 4.39



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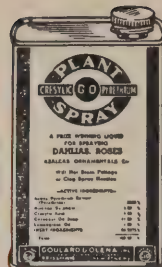


NON-POISONOUS • CAN'T CLOG

NON-STAINING • NON-BURNING



PLANT



SPRAY



WE ARE ASKED 200 TIMES A MONTH FOR THIS INFORMATION

**Every Gardener Looks For The Quickest, Surest, Lowest Cost and
All Inclusive Control Possible To Get**

HERE IT IS—THE PROOF

Buy a quart of this PLANT SPRAY and then take one (1) cupful of it and put it in a clean ten (10) quart pail with forty (40) cupfuls of water. Now turn to Page 20 and see the third listed item, or 40% Nicotine Sulphate. Add one (1) tablespoonful of this to the above PLANT SPRAY AND WATER.

For Flowers, Shrubs, etc., we refer you to Page 6 where you will find ROSE DUST or SPRAY listed. Buy as little as one (1) pound and add to above mixture, one (1) heaping tablespoonful of this ROSE DUST or SPRAY. No gardener should complain about the work or expense involved up to this point. The total expense for all three products is only \$3.17, delivered, and this makes about ten (10) separate mixtures as above costing about 35¢ each, to liberally treat a garden 20' x 25' to control fifty (50) different kinds of BUGS, SCALE AND DISEASE. Can you think of anything nearer a panacea than this?

NOW FOR VEGETABLES

The same as for ROSES AND FLOWERS except instead of using the ROSE DUST or SPRAY, use TOMATO DUST or SPRAY shown on Page 8 and use as much and save about 15% in cost over the first mixture. It doesn't take ten minutes to do the mixing and any remainder of the mixture that is not used can be stored in an old cleaned out gallon glass bottle for the next time. Always shake well before using.

You can't buy a SINGLE product to do half so much as our recipe and for twice the cost we have stated.

In 90% of control work, SPRAYING is BETTER (double in our opinion) than DUSTING which is a "lazy man's job" at best.

KILLS

APHID

THRIP

CATERPILLARS

WORMS

CHAFERS

ROSE BUGS

MEALY BUGS

CABBAGE WORMS

TOMATO WORMS

CORN BORER

WHITE FLY

BOXWOOD LEAF

MINER

JAPANESE & ASIATIC BEETLE

MEXICAN BEAN BEETLE

ALSO SCALE IN

CREEPING STAGE, ETC.

ON

ROSES

DAHLIAS

AZALEAS

SHRUBS

CAMELLIAS

RHODODENDRONS

HOLLY

BOXWOOD

FLOWERS

VEGETABLES, ETC.

THINK OF IT

A quart of this concentrated PLANT SPRAY that makes 35-40 quarts of finished or diluted (with water) Spray figures about three (3) cents for a quart of the finished spray, ready to use and this is a final, delivered cost. Also this quart of finished spray covers a garden area of over 6000 square feet for one application or nearly 1600 square feet for four applications which is usually enough per season. For a utility spray THAT CLEANS UP JUST ABOUT ALL BUG AND SCALE TROUBLE, without burning the plant or leaving poison around to do some possible harm . . . YOU'LL HAVE A HARD JOB TO BEAT . . . PLANT SPRAY.

ACTIVE INGREDIENTS—

| | |
|--|----------|
| Active Pyrethrum Extract (Pyrethrins) | .0625% |
| Nicotine Sulphate (Expressed as Alkaloid 1.20%) | 1.60 % |
| Cresylic Acid | 1.90 % |
| Vegetable Oil Soap | 11.20 % |
| Lemongrass Oil | 1.00 % |
| INERT INGREDIENTS .. | 84.2375% |
| Total | 100.00 % |

PRICES

| | |
|---|--------|
| ONE-HALF (½) Pt. Makes about 2 gallons of finished SPRAY, sufficient to cover garden area of about 25' by 50' for one application | \$.69 |
| ONE (1) Pt. Double above .. | .98 |
| ONE (1) Qt.—Special 'CUT' Price. 4 times as much as half pint | 1.39 |
| *ONE (1) Gal.—Special 'CUT' Price. 16 times as much as half pint | 3.89 |
| TWO One Gals. For larger gardens | 6.98 |

(*Economy Size for Everything and for all year)

NON-INFLAMMABLE
EFFECTIVE

WEED & POISON IVY KILLER

NON-CORROSIVE
NON-STAINING

When it comes to getting your MONEY'S WORTH, giving greater satisfaction, for 35 years, etc., we don't know how to say anything more about this product than what we have said. We have tired everyone including ourselves telling about the performance of G&O WEED AND POISON IVY KILLER but what a satisfaction to know that NOT ONCE have our claims been disputed or refuted after ONE trial and YOU will be able to say the same thing after a 64¢ purchase as well as if you had bought a carload.

No need for the most inexperienced user to do the wrong thing or get into trouble with this simple—SAFE—time tested product.

Just READ LABEL DIRECTIONS and then proceed with confidence. DON'T USE ON LAWNS or in GARDEN BEDS.

G&O TRIPLE STRENGTH WEED AND POISON IVY KILLER should be used in places of weedy infestation and no other place. Someone jokingly said "Your WEED AND POISON IVY KILLER is so strong it even removed one of my fence posts." We feel that when 9 out of 10 Home Gardeners buy any Weed Killer, they have in mind killing a rank growth of POISON IVY, RAGWEED, driveway and sidewalk weeds, etc., around and in back of the property line or in those uncultivated spots where such growth gets a start. The places where the "kids of the neighborhood" gather and in three days wind up with an IVY or SUMAC rash. They want a "do it up quick" product at the lowest cost per diluted gallon (and that means less than 10¢ for a coverage of 40 square feet). A purchase of a so-called



KILLS

- PLANTAIN
- THISTLE
- JOHNSON GRASS
- QUACK and CRABGRASS
- MORNING GLORY
- BURDOCK
- DEVIL BUSH
- SUMAC
- DANDELIONS
- MUSTARD
- CHICK WEED
- RAGWEED
- BRIARS
- NUT and WIRE GRASS

ETC., ETC.



SELECTIVE \$4.00 to \$5.00 per quart product might be a total loss of effort and money.

Clean up a 10' x 80' Driveway, Gutter, Tennis Court or area of Poison Ivy, Sumac, Ground Oak, etc., with one (1) Gallon of this "KILLER, Inc." Please place your order very early. The real time to hit Poison Ivy is in April-May.

Dilute one part of G&O Weed Killer in 40 parts of water, using an ordinary sprinkling can for the application. It won't sterilize soil, and how it kills all undesirable vegetation! It works at any time during the season, following the roots right down. No root, no weed. Treat POISON IVY before it leafs out and forms a mat; and don't forget Poison Ivy is the "Sandow of Weeds." So cut dilution in half. A quick, simple method for a treatment of POISON IVY is to put one pint of G&O MAGIC SPEED WEED KILLER in a sprinkling can and then add 10 quarts of water. Stir up and saturate 100 square feet of infested earth area after raking out the dead leaves so that solution penetrates the damp earth. Do this early—the sooner the better!

PUBLIC SERVICE, OIL COMPANIES AND RAILWAY RIGHTS OF WAY, UNIVERSITIES, ETC., SPECIFY G&O. MOVES IN CARLOADS TO THOSE WHO INSIST ON FINAL RESULTS WITH ONE Dose. DOWN from the TOP and UP from the BOTTOM, THE WEED HASN'T GOT A CHANCE.

YOU KNOW an application of G&O Triple Action WEED AND POISON IVY KILLER will "KILL 'EM ALL" or your PURCHASE PRICE IS REFUNDED.

"Name a Weed that it can't kill in half the time and at 1/3 to 1/10 of the expense"

PREPAID PRICES

Pint Size (for 100 sq. ft.)@ \$.69
Quart Size (for 200 sq. ft.).....@ .98
Gallon Size (for 800 sq. ft.).....@ 2.79

5-Gallon Size (for 4,000 sq. ft.) Via Express@ \$10.98
30-Gallon Size (for 24,000 sq. ft.) Via Freight@ 44.69
55-Gallon Size (for 44,000 sq. ft.) Via Freight@ 73.89

PLANT PROPS

**METAL
DURABLE**

SUPPORT those Delphiniums, "Glads," Dahlias, Perennials, Annuals, Roses, etc., with a sturdy almost invisible "spine" that won't let 'em down, come wind and rain. Some gardeners buy 4 and 6 gross at a time—and stores buy thousands.

So we appeal to you this year to **TRY A DOZEN** or so of the sizes you need. We make the unqualified statement that if you "don't swear by them" and declare them the best ever, you can return the purchase for full refund. **Best of all—prices are "way down."**

Because we do every step of this work ourselves with no outside "Bites," our low prices amaze other fabricators of steel and even surprise our customers. Example: the price of the 66-inch overall size is about 28 cents. You could hardly expect to pick up an old 66-inch rusty 1/4-inch diameter rod in a junk yard for 28 cents at today's price of steel, say nothing about forming, painting, packing and about 23 cents allowance for just the present outrageous parcel post charges.

We never fear embarrassment with that guarantee because for 25 years the same trade including Park Departments and Botanical Gardens keep multiplying their demands until we now use many carloads of coiled wire to make them and we do all the work right here in Skillman: (1) Straighten and Cut; (2) Form; (3) Paint; (4) Pack; (5) Ship in carloads from our own spur.

- 1—Being all steel, they definitely eliminate wood Stakes with their unkempt rag and string ties.
- 2—They support a Flower or Plant better.
- 3—They are Termite and Rot Proof.
- 4—They are priced so low that no Gardener can afford to be without them.
- 5—Processed stiff steel of varying thickness to suit required support, including rose and young fruit trees.
- 6—MADE IN LENGTHS OVERALL (END TO END) OF 16", 30", 42", 66" AND 78"
- 7—They can be saved from year to year.
- 8—Make a neat, orderly looking garden.
- 9—In Garden-Green enamel.
- 10—So simply constructed and safe that a child can place them correctly in a garden.

PREPAID PRICES

| SIZE OVERALL—END TO END | 1/2 Doz. | 1 Doz. | 2 Doz. | 3 Doz. | 5 Doz. | 6 Doz. |
|---------------------------|----------|---------|---------|---------|---------|--------|
| 16" (Tulips, etc.) | \$.85 | \$ 1.53 | \$ 2.09 | \$ 3.19 | \$ 3.65 | |
| 30" (Giant Zinnias, etc.) | .98 | 1.69 | 3.09 | 4.19 | 6.59 | 7.59 |
| 42" (Delphiniums, etc.) | 1.19 | 1.89 | 3.49 | 4.98 | 7.98 | 9.19 |
| 66" ("Glads," etc.) | 1.98 | 3.49 | 6.49 | 9.29 | 15.29 | 18.29 |
| 78" (Dahlias, etc.) | 2.89 | 5.49 | 10.79 | 14.98 | 23.70 | 27.06 |

NOTE—That we have tried to make it advantageous for you to buy, at least, in two dozen lots since the saving averages nearly 12% over one dozen units. The saving is up to 25% on purchases of 6 dozen of the popular sizes.

Requires carloads of steel to only partially meet the demand for America's most popular PROP, at a price to "meet every pocketbook".

JUST SAY
G&O

PLANT PROPS

PAT.
2021303

THINK OF IT! . . . THEY
HANDLE EVERYTHING
FROM A 6-INCH TULIP TO
A 7-FOOT DAHLIA.



NOTE



Does a fine plant-protection job. Can be saved for many years. The pictures tell the whole story.

IMPORTANT—As in all things there's a big difference in Wickets and these other Metal Items. The strength and durability is in the STEEL itself and our Wicket is 1/4" dia., not 1/8" or less, and then a coat of other material to simulate an optical illusion of equality of steel. Naturally the price varies for the thinner diameter of the steel.

Neat, orderly protection around LAWNS, SHRUBS, PLANTING BED, etc. Keeps human and animal traffic away. Sturdy, Green Enameled. No scratchy prongs or square corners to hurt anyone. Sturdy 1/4-inch diameter steel. Lowest priced wicket.

Twelve of these WICKETS, overlapped about 1" make a neat, practical, "Keep Off Please" Fence about 12' long.

| PREPAID PRICES | 1 Doz. | 2 Doz. | 3 Doz. | 5 Doz. | 6 Doz. |
|----------------|--------|--------|--------|---------|---------|
| | \$2.89 | \$5.19 | \$7.39 | \$11.69 | \$13.32 |





SAFE **DREAM** Spiral wrap ZINC **PLANT LABEL** NEAT

YES—You Can Have One FREE, Upon Request
DURABLE • READABLE

A BIG SELLER CARRIES ANOTHER BIG PRICE CUT!



Spiral wrap expands with plant's growth

ON THE TWIC



ETCHANT

PROCEEDING ON THE ASSUMPTION that any plant label that would entirely eliminate the hazard of girdled branches would be an improvement upon present devices, and if this were once achieved the other features could be added in due course. Thus the SPIRAL WRAP, as opposed to the customary closed loop, as the means to this end. This is the basic thought but not the only feature of the DREAM PLANT LABEL. Instead of having a tail extending from the end of the label (like Wood, Celluloid, Plastic and Paper), THE DREAM LABEL has two (2) strips (top and bottom) that are separated from the label portion by 3-inch long slots. When these strips are spirally wrapped (clockwise) around a stem, the label portion will be in FRONT of the stem and at right angles thereto, in a normal reading position.

Any label that (1) entirely eliminates the hazard of girdled branches, (2) takes and holds inscription for decades, (3) can be read at right angles to the plant, (4) always answers that quiz "what kind of Rose, Azalea, Rhodo, Dahlia, Tree or Shrub is this?" (5) is tidy and can't come off unless taken off, (6) has ingenious attachment non-girdling binders that EXPAND as the plant GROWS—seems just about the best chance Plant Life marking has had.

EACH AND EVERY PACKAGE OF DREAM LABELS CONTAINS MORE THAN ENOUGH ETCHANT AND WRITING APPLICATOR. THERE'S A BIT OF ROMANCE BEHIND DREAM LABELS. WRITE FOR A FREE COPY.

You can always buy the labels WITHOUT THE ETCHANT, if you prefer and very reasonably in any number.

PREPAID PRICES

1. "KIT SIZE" (Contains 24 Labels, 1 oz. Bottle of Etchant and Applicator) \$.89
2. "50 UNIT SIZE" (Trial Offer) (50 Labels, 1 oz. Bottle Etchant and Applicator) .. 1.39
3. "100 UNIT SIZE" (Contains 100 Labels, but No Etchant or Applicator) 1.89
4. "1000 NURSERY SIZE" (With 1000 Labels, 5 oz. Bottle Etchant and Applicator) .. 16.98
5. "1 OZ. ETCHANT WITH APPLICATOR" (a little goes a long, long way)39



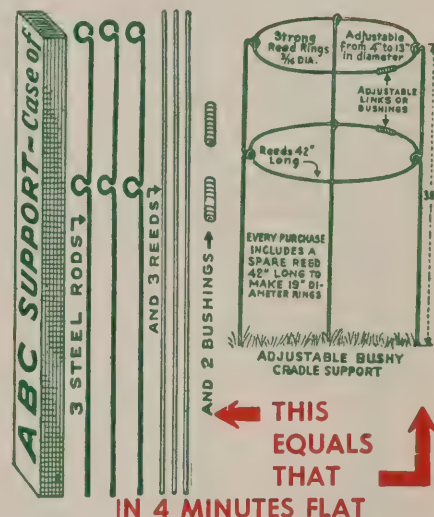
IN THE POT

ADJUSTABLE BUSHY CRADLE SUPPORT

A—Three 39" long, 7 gauge diameter, sturdy steel legs with two looped "eyes."

B—Three 42" long and round Rattan Reeds of about 3/16" diameter. These reeds when put through the eyes of the steel legs make rings of any adjustable size from 4" to about 13" in diameter, which is ample for almost 85% of your general gardening operations BUT, just in case some of our customers

require excessive diameters, each package of A.B.C. Supports contains a spare 42" reed which can be cut in half and each one of these halves taped or jointed to the other two 42" reeds with the rubber friction clamps that are also part of the package. When this joining is completed, you can increase the diameter of the ring up to almost 19". **NO MORE AFTER THIS YEAR. WHY NOT STOCK UP?**



THIS EQUALS THAT IN 4 MINUTES FLAT

| | |
|---------------------------------|--------|
| Each—Complete as Illustrated | \$.89 |
| Special Price for 6 | 4.98 |
| Very Special Price for One Doz. | 8.79 |

PREPAID PRICES

Fence RODS

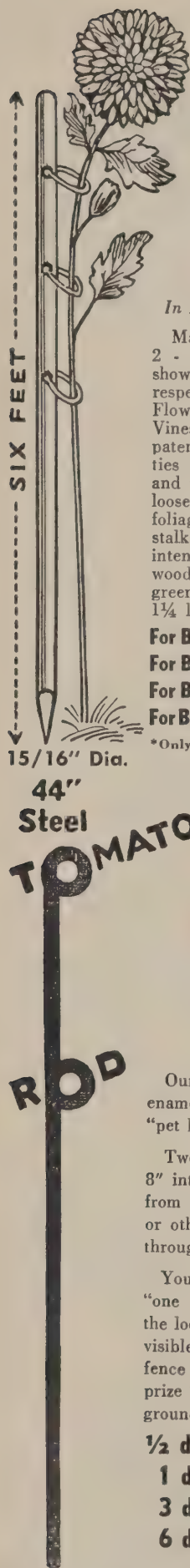
PROTECTION

The generous response we have received from gardeners on this item indicates that it undoubtedly fills a need. These fence rods are made of sturdy 1/4" steel, green enameled with two loops which will support wire, heavy clothes line and even rope. Eliminates the use of irregular slats, broom-handles, sticks, rags, etc.

Sold at a price everyone can afford. Mighty handy for circling trees and ornamentals, to keep dogs at a safe distance. Swell for "cradling" tomatoes, peonies and other bushy plants, especially with the 48" (overall) size. Many Garden Clubs asked for this practical and popular size for Tomatoes: Use 48" size, 10" deep for a 2 1/2'-4" plant. Dandy support.

| | | | | | | |
|----------------|---------------|--------|--------|--------|---------|---------|
| PREPAID PRICES | 33" (overall) | 1 Doz. | 2 Doz. | 3 Doz. | 5 Doz. | 6 Doz. |
| | 48" (overall) | \$2.39 | \$4.59 | \$6.59 | \$10.49 | \$12.29 |
| | | 2.89 | 5.59 | 7.89 | 12.98 | 14.98 |





JUMBO DAHLIA STAKE

(WOOD)

**Dahlias, Gladiolas,
Young Trees, and a
score of other needs**

In Big Demand for Many Uses

Made of rugged hardwood with 2 - 1/4" dia. (in error, picture shows 3 holes) holes to regulate respective heights of tall growing Flowers, Vegetables, Plants and Vines. Important feature because patented paper, wire and other ties can be used in these holes and thus avoid having these ties loosen up, work down and strip foliage or cut into stems or stalks. A quality stake. Not intended to compete with a soft wood stick or a lath. Painted green. Each stake weighs about 1 1/4 lbs.

For Bundle of 6@ \$1.89

For Bundle of 12@ \$3.49

For Bundle of 24@ \$6.39

For Bundle of 36 Special* @ \$9.00

*Only as long as our stock lasts.

**44"
Steel
TOMATO
STAKING
ROD
(METAL)**

Our 44" net high steel green enameled 1/4" dia. ROD is a "pet buy" for Tomato Staking.

Two RODS to a bush. Stick 8" into ground at an angle away from bush. Then, using binder or other twine, tie bush to ROD through the "eye loops."

You couldn't buy second hand "one time" wood slats without the loops for such prices. Hardly visible but they support like a fence post. If you want real prize "Toemats" keep 'em off the ground for air circulation.

1/2 dozen@ \$ 1.59

1 dozen@ 2.89

3 dozen@ 7.89

6 dozen@ 14.39

**KEEP "EM" OFF
THE GROUND**

**ALL
STEEL**

Gouldard's & Trellis

4' x 8'

THIS IS YOUR TRELLIS CHANCE OF A LIFETIME BECAUSE we have QUIT making any type of Trellis and when our present inventory is gone the finest, best constructed, and best priced (\$12.95 in 1954) trellis WILL HAVE PASSED INTO HISTORY. To accomplish this WE HAVE CUT THE PRICE (and please thoroughly understand that such an offer ENDS when our stock ENDS) OVER 50% from its ORIGINAL PRICE of \$15.95.

YEP—\$7.95 is today's PREPAID PRICE.

You couldn't buy the steel, fabricate, enamel, pay the shipping charges and earn a cent of profit at less than \$15.95, in runs of 500.

We have customers who buy 6 and 8 at a time and (paying \$12.95 each) then say "It's the best Trellis ever made."

(1) 11 piece set made of hot rolled, high carbon and cold formed steel with a thickness of 3/16" and 1 1/4" wide (over-all).

(2) (A) There are 4 UPRIGHT pieces each 4 1/4" long. Two (2) of UPRIGHTS that go into the ground each have 5 holes and the other two UPPER UPRIGHTS (or so-called legs) that are bolted to the bottom UPRIGHTS each have 6 holes.

(B) Then there are five (5) 4' long cross pieces (as photo shows) each with 10 holes.

(C) Finally, there are also 2 other 4' long pieces each with 6 holes pictured as the diagonal pieces, but which can be used in any other design way desired.

Enamel is virtually triple insulation from the hottest sun and consequently as safe as a wood trellis.

24 Sets of Cadmium coated 1" Bolts, Nuts and Washers supplied with each Trellis (or a total of 72 individual pieces). CADMIUM means no rust for life of Trellis which could easily be 10 years.

Each complete Trellis is shipped knocked down, well wrapped and bound and the shipping weight is less than 20 pounds.

PREPAID PRICE

Complete 11 piece Trellis with 24 sets of Cadmium coated Bolts, Nuts and Washers

\$7.95

Please order early in Season.

**ALL
STEEL**

BASKET HANDLE

A perfect fit for 1/2 bu., 5/8 bu., and one (1) bushel basket. Side arms flexible enough to snap on or off in two seconds. Green enameled.

Sturdy all-steel—lasts for years. Cuts labor and time in half.

A boon for all gardeners, pickers, and even housewives because you can now carry two baskets "in balance" instead of a heavy, back strain and suit-spoiling "bunny hug" load in one basket of earth, compost, vegetable, fertilizers, bulbs, stones, trash, and even coal if you will.

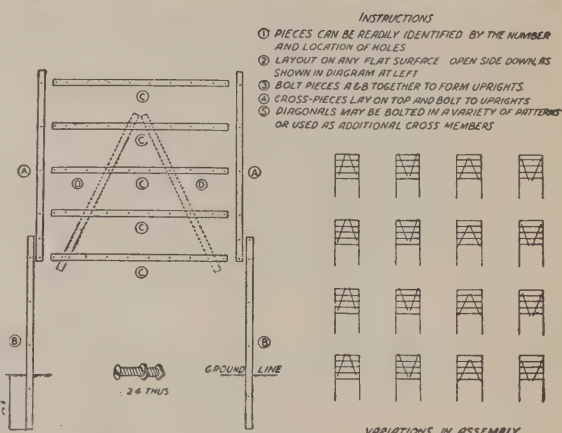
So handy for shopping. Complete satisfaction guaranteed or money refunded. Non-pinch full grip handle. Weighs about 12 ozs.

"No reason" price cut of over 11%.

Buy one—and we "bet" you buy two.

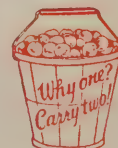
Prices Each — As Illustrated \$.59

Prepaid Set of 3 Introductory Offer 1.49



CONTENTS
2 PCS UPRIGHT A 6 HOLES
2 PCS UPRIGHT B 5 HOLES
5 PCS CROSSBAR C 10 HOLES
2 PCS DIAGONAL D 6 HOLES

INSTRUCTIONS
① PIECES CAN BE READILY IDENTIFIED BY THE NUMBER AND LOCATION OF HOLES
② LAYOUT ON ANY FLAT SURFACE OPEN SIDE DOWN AS SHOWN IN DIAGRAM AT LEFT
③ BOLT PIECES A & B TOGETHER TO FORM UPRIGHTS
④ CROSS-PIECES C LAY ON TOP AND BOLT TO UPRIGHTS
⑤ DIAGONALS MAY BE BOLTED IN A VARIETY OF PATTERNS OR USED AS ADDITIONAL CROSS MEMBERS





A Bird Book To Help You

Price
\$1.29

HOW many species did you recognize from your BIRD BOOK last year? We know more about birds than we ever thought possible! So if you have an argument with your husband as to what species your little feathered friend is—who at this moment may be peeping around the corner of your house—here is a book that will settle the argument. Lists 265 species, 112 accurate full color plates, 128 silhouettes and range maps, and 25 quick data charts.



Wren House

Only \$1.39 prepaid

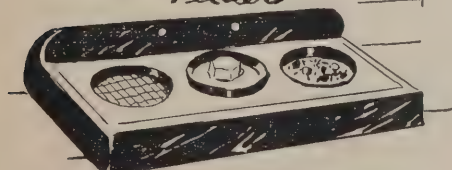
Outdoor Rodent Proof Hanger



Log Wren House

Just \$2.98 prepaid

Window Sill Fountain Feeder



Only \$2.59 and prepaid too



Just can't tell you how happy you made us last year.

Please don't forget us now.



Hummingbird Syrup Feeder

Only \$1.09

3 for \$2.29

WE didn't know we had so many bird lovers amongst our customers! You certainly went "all out" on your purchases. In fact the favorite articles in last year's catalog are being repeated. "Betchu" had fun with your birds, and they appreciated your care of them. We are adding new houses and feeders that seem particularly demanded.

EVERYONE thought the WREN HOUSE just darling.

Mrs. Wren is so shy, it will take a long while to convince her that her house is safe—but once she is convinced, there she will stay. It has a rustic cedar roof too. Awfully cute.

A Bird House strong SUPPORT ROD is so absolutely necessary that we ask you to please turn to page 31 to see the big improvement over our last year's model.

NOW this is a different kind of WREN HOUSE. It's made so sturdy and carefully, with the top screwed on—so easy to just take the top off and clean.

A copper edge on the roof and even a copper "eye" to hang it on. As you can see it's a little log hollowed out, with a tiny hole for Mrs. Wren, she likes a house that swings in the breeze too. This comes in a box—just right for a gift.

GUESS the birds liked your WINDOW SILL FOUNTAIN FEEDER that you bought last year. Pretty good, wasn't it? Not only does it have two places for seed, but seeds rest on galvanized wire cloth so that rain or snow will drain off. Best of all in the center is a drinking fountain. Water will be appreciated as much as food. Bet you have more birds on your window sill than your neighbors.

WERE you lucky enough to attract the HUMMING BIRDS with the Syrup Feeder last year? So many gave them as presents to their friends, even gift wrapped for birthdays and Christmas. It's plastic and non-breakable. Fill it with 1/3 cup of sugar and water syrup. Pretty enough to attract them too, for you can have a red, yellow or orange flower with green leaves. In the center of the flower they get their syrup.

THIS new LOG SUET FEEDER seems fine to us. It's made with a copper edge at the top, and copper hook and nails. The suet is in the feeder, and also a little perch for birds to rest on while eating. The bark makes it artistic. Suet refill for this feeder.

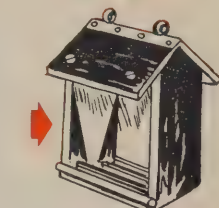
1 Refill \$1.39
4 Refills \$3.19



Suet Feeder

Only \$2.79

IF you are a neat person here is just what you need in this Dry Food Feeder. Brass screws make it possible to take it apart so you can clean it thoroughly. Front and back glass to keep the seeds from blowing. Copper edge on roof and a round edge for little claws to rest on. Front and back the same.



Dry Food Feeder

Just \$3.89

A Hollow Log Blue Bird House that you can unscrew and clean. The bark on this log makes it attractive. Don't forget bluebirds are "fussy" and like their houses no higher than a fence post.

Yes and Only \$2.89



Hollow Log Blue Bird House

OUR patrons have often asked "Can't you get us a cleaner and better grade of Wild Bird Seed?" So we have, with Wheat, Peanut hearts, Millet, Sunflower, Kaffir and other grains without dust, soot, chaff or in other words—FILLER. It's the real thing in Bird Seed. Prove it with a small purchase.

PREPAID PRICES

| | | |
|----------------|--------|---------|
| 2 lb. Pkg. @ | \$.39 | prepaid |
| 5 lb. Pkg. @ | 1.39 | " |
| 3-5 lb. Pkg. @ | 3.79 | " |
| 25 lb. Pkg. @ | 4.98 | " |



Wild Bird Seed

Our Gifts to You



Gift No. 1

\$5.00 to \$10.00

For the purchase of any number of articles in this F.S.B. amounting to from \$5.00 to \$10.00, our gifts to you are

- A—Red Utility sponge pad for gardening or household use, size 6 $\frac{3}{4}$ "x13 $\frac{3}{4}$ "x $\frac{5}{8}$ " thick.
- B—Refillable Memo Pad.
- C—A pair of polyethylene gloves, so handy, as the index finger and thumb are separated, as shown in the sketch.



Gift No. 5

\$55.00 to \$70.00

You will receive

- A—High-low outdoor stove and grill with extra hinged steel frying top. Four way heat controlled. Wonderful for picnics. Comes in compact box with handles for easy carrying.
- B—Sponge rubber pad described in Gift No. 1.
- C—Polyethylene gloves.

Gift No. 2

\$10.00 to \$25.00

For purchases amounting to from \$10.00 to \$25.00, our gifts to you are

- A—Green Thumb Gloves for gardening, driving car, etc.—attractive, washable, (state size and whether for lady or gentleman).
- B—7 $\frac{1}{4}$ " English imported stainless steel Sheffield paring knife. Unusually attractive, durable.
- C—Also a pair of polyethylene gloves.



Gift No. 6

\$70.00 to \$100.00

For this amount a set of four — all purpose, heavy duty, washable, rust-proofed, folding — camp stools. They come in four colors — red, green, blue and yellow. These are so comfortable and sturdy, of the best material. They also come in a neat handled box.

Gift No. 3

\$25.00 to \$40.00

For this amount

- A—Here is something everyone would love to have—a king size, 16"x10"x6", insulated red plaid bag, as illustrated. Even carries ice cubes. Seamless, leakproof, inner bag of waterproof, washable material. Keeps contents hot-cold-fresh for hours.
- B—Also a pair of polyethylene gloves.

Gift No. 4

\$40.00 to \$55.00

Calls for

- A—This beautiful set of four small trays for snacks, T.V. or cocktails. Chip and liquor proof. In ivory color, decorated in gold. They are really lovely.
- B—Solid, polished brass doorknocker 8 $\frac{3}{4}$ "x4 $\frac{1}{2}$ ". We gave this last year and it was so admired we are using it again.
- C—Polyethylene gloves.

Gift No. 7

\$100.00 and above

Stadium 100% virgin wool fringed "Caledonian" robe 70"x50", in navy, and red scotch plaid. This comes in a deluxe pigskin plastic two seater case that zips apart into two separate cushions, each containing thick foam rubber cushions.

IMPORTANT



DO NOT include the price of our PRIZE-GRO "DEAL" (page 7) in the TOTAL of your order as qualifying for any of the GIFTS listed on this page BECAUSE the "DEAL" itself already includes that gift in the form of the FREE Bone Meal. This is obvious and manifestly fair but still it should be emphasized so that no confusion occurs.

ORDER FORM

GOULARD & OLENA, INC.

→ SKILLMAN ←
NEW JERSEY

DRY MATERIALS are Alphabetically listed & catalog page is noted in parenthesis (—), for quick reference. Very simple order form. Just circle or check material & sizes desired, extend amount or amounts under "Extension". Then add total amount. Mail in enclosed self addressed envelope with remittance (please —no stamps unless absolutely necessary).

Date

PLEASE PRINT Name
Street City
Post Office State
R. R. Station
A — ENTER ORDER AND SHIP ABOUT (State When) B—Enclosing Check or M. O.
C—Goods Needed by

| PRODUCT & SIZE | 1 Lb. | 2 Lbs. | 5 Lbs. | 10 Lbs. | 15 Lbs. | 25 Lbs. | 50 Lbs. | 80 Lbs. | 100 Lbs. | EXTENSION |
|--------------------------|--|--------|-----------------|---------------------|----------------------|---------|---------|---------|----------|-----------|
| DRY MATERIALS | | | | | | | | | | |
| Page | | | | | | | | | | |
| ALUMINUM SULPHATE (16) | \$.49 | | \$1.09 | \$1.89 | | \$3.89 | | | | |
| ANTI-BEETLE GRUB #3 (15) | | | | 2.29 | | 4.98 | 8.98 | | 13.59 | |
| BLOOD & BONE (11) | | | | 2.29 | | 4.69 | 8.59 | | | |
| BONE MEAL PURE (16) | | | .98 | 1.69 | | 3.89 | 6.39 | | 9.39 | |
| BULB FOOD (5) | | .79 | 1.19 | 1.89 | | 3.98 | 6.98 | | | |
| CAMELLIAS (5-3-2) (13) | | | 1.39 | 2.29 | | 4.98 | 8.98 | | | |
| CATTLE MANURE (17) | | | 1.09 | 1.79 | | 3.59 | 6.29 | | | |
| CHLORDANE (21) | ½ lb. @ .59 Special for 3 Canisters \$1.39 | | | | | | | | | |
| COMPOSTER (10) | | | 1.19 | 1.89 | | 3.69 | 6.19 | | | |
| COTTONSEED MEAL (16) | | | 1.29 | 2.39 | | 4.98 | 8.98 | | | |
| D. D. T. (5%) DUST (20) | 1 lb. Canister \$. 73 | | 4 lb. pkg. 1.39 | | 6 – 4 lb. pkgs. 6.98 | | | | | |
| DRIED BLOOD (21) | | | 1.29 | 2.39 | | 5.29 | | | | |
| EVERGREEN-TREE FOOD (6) | | | 1.19 | 1.89 | | 3.98 | 6.98 | 9.98 | | |
| FISH SCRAP (16) | | | 1.69 | 2.79 | | 5.98 | | | | |
| GO-CRAB (13) | 2.69 | 4.69 | | 4 oz. Size @ \$.98 | | | | | | |
| GOOD EARTH (11) | | | .98 | 1.79 | | 3.39 | | | | |
| GOULARD'S FORMULA (10) | | | | | 3.79 | 5.39 | 9.98 | 13.69 | | |
| GO-WEED, TURF FOOD (10) | | | | 2.29 | | 4.79 | 8.29 | 11.98 | | |
| GYPSUM (16) | | | | 1.19 | | 2.69 | 4.79 | | | |
| HYGANIC (11) | | | | | | 3.89 | 6.98 | 9.89 | | |
| MOTH COMPACTS (18) | TUBE OF 12 COMPACTS @ \$2.98 | | | | | | | | | |
| MOTH CRYSTALS (18) | 1½ lb. @ \$1.29 5 lbs. @ \$2.79 | | | | | | | | | |
| MOTH NUGGETS (18) | 1½ lb. pkg. @ \$1.19 – 5 lbs. @ \$2.79 | | | | | | | | | |
| MURIATE of POTASH (16) | | | 1.09 | 1.79 | | 3.89 | | | | |
| NITRATE of SODA (16) | | | 1.09 | 1.79 | | 3.89 | | | | |
| P. D. B. – BORERS (21) | 1 lb. pkg. @ \$. 98 | | | | | | | | | |
| PRIZEGRO (7) | | | 1.49 | 2.29 | | 4.59 | 6.89 | | 10.98 | |

Fold or crease at this dotted line and then tear off. Use both sides.

| PRODUCT & SIZE | | 1 Lb. | 2 Lbs. | 5 Lbs. | 10 Lbs. | 15 Lbs. | 25 Lbs. | 50 Lbs. | 80 Lbs. | 100 Lbs. | EXTENSION | | | | |
|---------------------------|-----------|--|--------|----------------|---------|-------------------------|---------------------------|----------------|----------|----------|--------------------|--|--|--|--|
| RABBIT REPELLENT | (21) | .79 | | 1.89 | | | | | | | | | | | |
| RHODO-AZALEA FOOD | (5) | | .79 | 1.19 | 1.89 | | 3.98 | 6.98 | 9.98 | | | | | | |
| ROSE DUST | (6) | 1.29 | | 4.29 | 7.79 | | | | | | | | | | |
| ROSE★FOOD | (4) | .59 | | 1.19 | 1.89 | | 3.98 | 6.98 | 9.98 | | | | | | |
| SEPTO | (17) | | | 1.98 | 3.29 | 4-10 lb. pkg. @ \$11.98 | | | | | | | | | |
| SHEEP-GUANO MANURE | (9) | | .59 | .89 | 1.49 | | 3.29 | 4.69 (40 lbs.) | | | | | | | |
| STRAWBERRY FOOD | (9) | | | 1.29 | 1.98 | | 4.29 | 6.98 | | | | | | | |
| SULPHATE of AMMONIA | (16) | | | 1.09 | 1.79 | | 3.89 | | | | | | | | |
| SULPHUR – DUSTING | (20) | .54 | | 1.29 | | | | | | | | | | | |
| SULPHUR – WETTABLE | (20) | .54 | | 1.39 | | | | | | | | | | | |
| SUPERPHOSPHATE 20% | (17) | | | 1.09 | 1.89 | | 3.89 | 6.98 | | | | | | | |
| TOBACCO POWDER ★ | (9) | .59 | | 1.19 | 1.98 | | 3.89 | 6.89 | | | | | | | |
| TOMATO DUST | (8) | .89 | | 2.59 | 4.69 | | 10.49 | | | | | | | | |
| TOMATO FOOD ★ | (8) | | .69 | 1.19 | 1.89 | | 3.98 | 6.98 | 9.98 | | | | | | |
| 48% Triple Superphosphate | (17) | | | 1.69 | 2.49 | | | | | | | | | | |
| WUND-O-BEST | (17) | .98 | | 2.79 | 4.49 | | 9.69 | 17.89 | | | | | | | |
| LIQUID MATERIALS | | ½ Pt. | PINT | QUART | Gal. | 4-1 Gals. | 5 Gals. | 30 Gals. | 55 Gals. | | | | | | |
| ANTI-DOG SPRAY | (21) | .79 | .98 | 1.49 | 4.39 | | | | | | | | | | |
| DORMANT MISC-OIL | (20) | | .69 | .98 | 2.29 | | 9.59 | | | | | | | | |
| GO-NEX 5% | (18) | | .69 | .98 | 2.79 | | | | | | | | | | |
| GO-NEX 25% | (20) | | | 1.49 | 4.59 | | | | | | | | | | |
| LIME SULPHUR Solution | (20) | | | .89 | 1.79 | | 7.98 | | | | | | | | |
| NICOTINE Sulphate 40% | (20) | 1 oz. @ \$.49 | | 5 oz. @ \$1.29 | | | | | | | | | | | |
| PINE OIL Disinfectant | (14) | | | 1.59 | 4.89 | | | | | | | | | | |
| PLANT SPRAY ★ | (22) | .69 | .98 | 1.39 | 3.89 | 2 GAL. \$6.98 | | | | | | | | | |
| RID-O-SPOT | (18) | .59 | .89 | 1.39 | 4.39 | | | | | | | | | | |
| TERMITINE | (21) | | | | 4.69 | 16.98 | 19.98 | | | | | | | | |
| Weed-Poison Ivy Killer★ | (23) | | .69 | .98 | 2.79 | | 10.98 | 44.69 | 73.89 | | | | | | |
| METAL PRODUCTS | | Each | For 3 | ½ Doz. | Doz. | 2 Dz. | 3 Dz. | 5 Dz. | 6 Dz. | | | | | | |
| A. B. C. SUPPORTS | (25) | .89 | | 4.98 | 8.79 | | | | | | | | | | |
| BASKET HANDLE | (26) | .59 | 1.49 | | | | | | | | | | | | |
| 33" FENCE RODS | (25) | | | | 2.39 | 4.59 | 6.59 | 10.49 | 12.29 | | | | | | |
| 48" FENCE RODS | (25) | | | | 2.89 | 5.59 | 7.89 | 12.98 | 14.98 | | | | | | |
| GARDEN CART | (14) | 8.89 | | | | | | | | | | | | | |
| TOMATO RODS | (26) | | | 1.59 | 2.89 | | 7.89 | | 14.39 | | | | | | |
| WICKETS | (24) | | | | 2.89 | 5.19 | 7.39 | 11.69 | 13.32 | | | | | | |
| PLANT PROPS | | | | | | | | | | | | | | | |
| | | No. 16" @ \$ | | | | | 66" @ \$ | | | | | | | | |
| (24) | | | | | | of 30" @ \$ | | | | | 78" @ \$ | | | | |
| | | Doz. 42" @ \$ | | | | | | | | | | | | | |
| | | Model 25-66 @ \$10.39 | | | | | Model 30-66 @ \$13.89 | | | | | | | | |
| SPREADERS | (14) | @ \$7.95 Each | | | | | | | | | | | | | |
| TRELLIS | (26) | | | | | | | | | | | | | | |
| DREAM LABELS | (25) | KIT @ .89 50 "UNIT" @ \$1.39 100 "UNIT" @ \$1.89 | | | | | | | | | | | | | |
| ETCHANT for same | (25) | 1 oz. ETCHANT @ \$.39 | | | | | 1000 NURSERY @ \$16.98 | | | | | | | | |
| Bird House Hangers | (27)-(31) | Hanger @ \$1.29 | | | | | Aux. 2 loop Support @ .98 | | | | | | | | |
| BIRD HOUSES | (27) | | | | | | | | | | | | | | |
| JUMBO STAKES | (26) | | | 1.89 | 3.49 | 6.39 | 9.00 | | | | | | | | |
| LAWN SEED | | 1 Lb. | 5 Lb. | 10 Lb. | 25 Lb. | 50 Lb. | 100 Lb. | | | | | | | | |
| SUN formula | (12) | 1.59 | 6.69 | 12.29 | 27.49 | 49.89 | 89.98 | | | | | | | | |
| SHADE formula | (12) | 1.59 | 6.69 | 12.29 | 27.49 | 49.89 | 89.98 | | | | | | | | |

THE RIGHT HANGER IS 80% OF THE PLEASURE & SAFETY OF OWNING BIRD HOUSES AND FEEDERS.

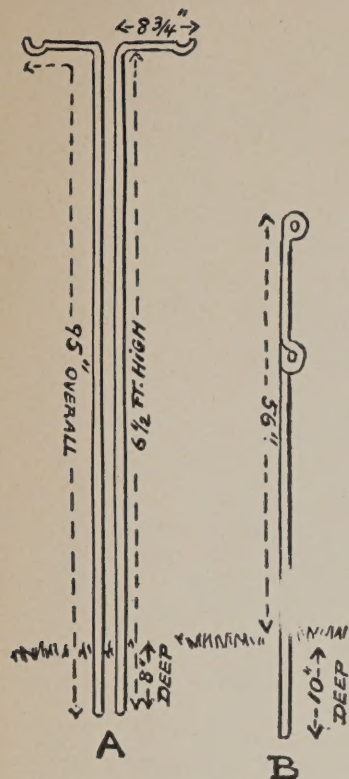
NO doubt about it, there is a great need for a strong but neat, practical, rodent proof SUPPORT ROD for BIRD HOUSES and FEEDERS.

The one we made last year of 5/16" dia. steel rod was only about 5 ft. high while this year it is 6½ ft. off the ground when stuck 8" into the ground. The diameter is still 5/16".

Naturally this new rod of 6½ ft. net height is wavy in a wind. To stop that we are providing a ¼" dia. AUXILIARY SUPPORT TIE ROD that measures 66" overall. Allowing for a depth in the ground of 10" and another 6" for the two loops the NET height out of the grounds is 50".

Now picture what you have in these TWO (2) RODS. FIRST, the ROD with the Hooked Arm, like the drawing "A" standing 6½ ft. high. SECOND, another ¼" diameter AUXILIARY DOUBLE LOOP TIE ROD (B) that goes into the ground 10" and about 3" from the HANGER ROD.

These TWO (2) RODS are then brought together and tied through the loops or eyes. This tying makes kind of a wishbone anchor which IN TURN makes a stout support for a heavy arm load. Stick up 2, 3 or even 4 of the BIG Rods with the arms pointing in opposite directions and tie them all together.



- | | |
|---|-------------|
| (A) Big Rod with hanger arm | \$1.29 each |
| By the half dozen | 1.09 each |
| (B) The Auxiliary 2-loop Support Rods | .98 each |
| By the half dozen | .89 each |

PLEASE STOP LOOK and LISTEN ...to this

Who Pays
the Shipping
Costs?



ALL prices in this BROADSIDE include PREPAID PARCEL POST or EXPRESS CHARGES to ALL POINTS, east of or on the MISSISSIPPI RIVER, EXCEPT in the case of shipments of the 100 lb. size or larger quantity of ALL kinds of FERTILIZERS which are prepaid to points within 500 miles of N. Y. City by express or by railroad. Not all destinations in this wide 500-mile radius have express facilities so prepaid railroad shipments to such points would be mandatory.

Probably 90% of all of our shipments are laid down PREPAID right to your door. Naturally and if express charges on these 100 lbs. and over shipments to remote places are totally incompatible with rail rates, we would handle such orders via rail PROVIDED the season was not so far advanced as to make delivery via rail impractical for use at planting time.

There is a MORAL to all this and we hope you find it possible to co-operate a little with us this year by BUYING EARLY and stating WHEN you want shipment made and approximately WHEN you expect to apply your Fertilizer. There is space on the "TEAR-OUT" BLANK ORDER FORM on Page 29.

RE: ORDERS

PLEASE take 3 minutes to read this section because as plainly as we have tried to guide

you in ordering we have experienced cases involving correspondence and consequent shipping delays that never should have occurred with just normal attention to details that (1) save you money, (2) patience and (3) happy memory of your dealings with us.

WHY NO C. O. D. SHIPMENTS!

THERE are two sound reasons WHY all of our F.S.B. mail orders are handled on the basis of REMITTANCE WITH ORDER (Check, Money Order, or Cash).

- (1) Our accounting system provides for monthly bulk or mass entries of mail receipts which eliminates a lot of waste expense and time in our office.
- (2) C.O.D. shipments involve almost double the time in their preparation of shipping tags and postal red tape and FINALLY when these C.O.D. shipments reach the customer an extra postal charge is exacted for collection that the buyer doesn't like but we can't control postal rules.

Please "work with us" when you can do so, because with thousands of spring orders and a limited staff to handle them we have our share of troubles, too.

Seasonal "Trouble Spots" and Reminders of the "Essentials for Good Gardening"

It cost EXTRA to punch this top HOLE just so you could KEEP THIS GUIDE "HUNG and EXPOSED" at ALL times. You'll really like it.

SPRING

MARCH

Feed old plantings. Feed and renovate old lawns.
Treat lawns for Japanese beetle grubs.
Loosen mulch, if weather permits.
Dormant spraying before buds break.
Trim evergreens.
End of March, uncover and prune back H. T. roses and Floribunda roses.
Prune back dead or winter damaged wood from climbing roses.
Set strawberry plants and other berry plants.
Planting seed beds. Many vegetables can be started.
Plant fruit trees and flowering shrubs early.

APRIL

Time to plant all hardy plants, such as: Roses, flowering shrubs, trees, evergreens, hedge and perennials.
When planting make hole twice as wide as ball or root stock on plants and back fill with good soil incorporated with organic fertilizer.
Don't work the soil when too wet.
Remove all winter covering.
Feed and renovate lawns.
If Spring lawn seeding must be done, complete it as early in the month as possible.
Turn old compost pile.

MAY

Plant hardy plants; start cultivating.
Spray or dust for insects or diseases.
Spray birches for leaf minor and pines for sawfly (caterpillars).
Mulch broad leaved evergreens and check for lace fly.
Start crab grass control.
Raise lawn mower as high as possible.
Middle of month plant annuals.
Start compost heap.
Roses should be dusted or sprayed at 2 week intervals.

SUMMER

JUNE

Prune Spring flowering shrubs and deciduous trees including maples.
Still time to plant balled and burlapped plants and potted roses.
Remove finished blooms from roses and rhododendrons.
Spray evergreens for red spider, rhododendrons and azaleas for lace fly.
Spray or dust hollies and boxwood for leaf minor feed plants when necessary.
Spray or dust for Japanese or Asiatic beetles.
Dust or spray roses at 2 week intervals.
Prune climbing roses when through blooming.

JULY

Soak garden to a depth of 6 inches during dry spells and mulch.
Cultivate, dust or spray when needed.
Dust or spray roses at 2 week intervals.
Still time to plant balled and burlapped material and potted roses.
Stake tall growing flowering plants to prevent wind damage.
Final feeding of broadleaved evergreens.

AUGUST

Soak during dry spells.
Dust roses at 2 week intervals.
Start preparing the soil for new lawns and grub proof. Use Tobacco Powder.
Water and mulch thoroughly if going on vacation.
Relax and enjoy garden.
Consider Fall plantings.

SEPTEMBER

FALL

Now is the time to make the new lawn.
Feed and renovate old lawns, lime if necessary.
Start Fall planting of balled and burlapped material.
Plant perennials and peonies.
Continue cultivating and spraying or dusting if necessary.
Control peach borers with P.D.B.

OCTOBER

Plant roses and Spring flowering bulbs.
Continue planting of balled and burlapped material.
Feed shade trees with complete fertilizer.
Check borders for presence of mice.

NOVEMBER

Plant all hardy plants such as: Roses, bulbs, trees, shrubs and evergreens.
End of November cut back H.T. Roses and Floribunda Roses to 18 inches, and hill up with soil or sand, mulch with manure between hills.
Brace and cable your trees against winter ice storms.
Make sure all plants are soaked before Winter sets in.

DECEMBER

WINTER

Mulch perennials with salt hay, evergreens and shrubs with cow manure and oak leaves.
Trim surplus growth from evergreens and hollies (use for Christmas decorations).
In using outside decorations don't let electric light bulbs come in contact with foliage.
Purchase a living Christmas tree, and mulch location for planting same.
Order wild bird food from us.

JANUARY

Clean fence rows and property borders.
Dormant pruning.
Brush heavy snow from evergreens.
Feed the birds with G&O Food.
Inspect and care for garden tools.
Inspect stored roots and bulbs.
Plant living Christmas trees in permanent outdoor location.

FEBRUARY

Prune Summer and Fall flowering shrubs and shade trees, except maples, to improve appearance.
Dormant spraying if weather is favorable.
Feed the birds.
Plan garden improvements and changes for the coming year.
Contact your nurseryman for Spring planting.

